CONTINUING AUDIT

OF

MARQUEE VALUES

Number 29

Based on Interviewing
Conducted in
March, 1947

AUDIENCE RESEARCH, INC.
PRINCETON · NEW YORK · HOLLYWOOD

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PLAYERS' INDIVIDUAL CHARTS (Alphabetically)

CONTINUING AUDIT OF MARQUEE VALUES

This report shows *a screen player's power to sell tickets at the box-office,* as measured by ARI's Continuing Audit of Marquee Values. The Audit does not measure talent, except as talent persuades movie-goers to spend money to see a particular personality. The Audit reports the percentage of movie-goers interviewed in a nation-wide cross-section* survey who say that the name of a particular player on the front of a theatre would make them want to buy a ticket.

Once a year our reports of marquee values in the total national audience are supplemented by a report on screen player marquee values in the principal audience groups; namely, males, females, movie-goers at various age levels, upper and lower income movie-goers, movie-goers divided by the frequency of their attendance at motion pictures, and by size of community--in other words, a description of the general population characteristics of a player's following. This information can be of great value in casting.

Other sources of information about marquee values are available, and they are useful up to a point. The boxoffice is, of course, an indication, but the boxoffice results cannot reveal how much of a picture's performance was due to the player in question and how much to other players; how much to story, to direction, and so on. Polls based on exhibitors' reports can supply information--but exhibitors' opinions are at best an indirect and incomplete way of determining movie-goers' opinions. The weakness of both these sources as accurate guides to a player's drawing power are eliminated in ARI's Audit which measures among a group representative of the nation's *motion picture theatre patrons,* the number who say the player's name (without regard to title, story, other players, producer, director) on the marquee would make them want to buy a ticket.

We believe the Continuing Audit is the most realistic source of information available today on screen personality values.

*ARI's cross-section is actually a miniature of the national movie audience. Men and women, young and old, rich and poor, living in cities and towns of different sizes and in all parts of the country are interviewed, and the *number interviewed in each group is determined by the number of tickets that group accounts for at the boxoffices of the nation.*

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
BERGMAN, Ingrid	55	56	- 1
GARSON, Greer	40	43	- 3
TURNER, Lana	38	37	+ 1
DAVIS, Bette	36	38	- 2
HAYWORTH, Rita	36	37	- 1
JONES, Jennifer	35	35	-
ROGERS, Ginger	34	32	+ 2
TIERNEY, Gene	34	34	-
COLBERT, Claudette	33	33	-
GRABLE, Betty	33	33	-
STANWYCK, Barbara	32	30	+ 2
GARLAND, Judy	31	31	-
WILLIAMS, Esther	31	(31, Sept.*, '46)	-
O'BRIEN, Margaret	30	30	-
DE HAVILLAND, Olivia	29	27	+ 2
RUSSELL, Rosalind	27	29	- 2
MC GUIRE, Dorothy	25	24	+ 1
CRAWFORD, Joan	24	25	- 1
LAMARR, Hedy	24	(22, Sept.*, '46)	+ 2
TEMPLE, Shirley	24	24	-
DURBIN, Deanna	23	20	+ 3
FONTAINE, Joan	23	24	- 1
GODDARD, Paulette	23	25	- 2
LAMOUR, Dorothy	23	22	+ 1

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
YOUNG, Loretta	23	23	-
O'HARA, Maureen	21	21	-
DUNNE, Irene	19	* (20, Sept., '46)	- 1
GRAYSON, Kathryn	19	* (20, Sept., '46)	- 1
HEPBURN, Katharine	19	* (17, Sept., '46)	+ 2
DAVIS, Joan	18	20	- 2
DAY, Laraine	18	16	+ 2
SOTHERN, Ann	18	* (21, Sept., '46)	- 3
RUSSELL, Jane	17	* (16, Sept., '46)	+ 1
SHORE, Dinah	17	* (15, June, '46)	+ 2
BAXTER, Anne	16	* (6, March, '46)	+10
HAYWARD, Susan	15	14	+ 1
WYMAN, Jane	15	*	-
BENNETT, Joan	13	15	- 2
WRIGHT, Teresa	13	12	+ 1
LOY, Myrna	12	14	- 2
MAYO, Virginia	11	9	+ 2
BARRYMORE, Ethel	10	11	- 1
BLAIR, Janet	10	9	+ 1
DE CARLO, Yvonne	10	7	+ 3
MONTEZ, Maria	10	8	+ 2
RAINES, Ella	10	10	-
BLONDELL, Joan	9	*	-
MAIN, Marjorie	9	*	-

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
KEYES, Evelyn	8	* (5, Sept., '46)	+ 3
REED, Donna	8	* (6, Sept., '46)	+ 2
CAULFIELD, Joan	7	6	+ 1
GARDNER, Ava	7	9	- 2
TREVOR, Claire	7	7	-
VERA-ELLEN	7	5	+ 2
FITZGERALD, Geraldine	5	*	-
HALE, Barbara	5	* (2, Sept., '46)	+ 3
CHAPMAN, Marguerite	4	2	+ 2
HASSO, Signe	4	* (3, March, '46)	+ 1
BROOKS, Leslie	3	*	-
DONNELL, Jeff	2	*	-
GREER, Jane	3	2	+ 1
DVORAK, Ann	2	*	-
FOCH, Nina	2	* (1, March, '46)	+ 1
JEFFREYS, Anne	2	2	-
JOHNSON, Celia	2	*	-
MORAN, Dolores	2	*	-
O'DONNELL, Cathy	2	*	-
BEL GEDDES, Barbara	1	1	-

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
CROSBY, Bing	57	56	+ 1
LADD, Alan	48	46	+ 2
BOGART, Humphrey	47	43	+ 4
COOPER, Gary	47	47	-
GRANT, Cary	46	44	+ 2
HOPE, Bob	46	44	+ 2
PECK, Gregory	45	45	-
POWER, Tyrone	41	39	+ 2
TRACY, Spencer	41	39	+ 2
GABLE, Clark	39	41	- 2
MILLAND, Ray	37	37	-
ANDREWS, Dana	35	30	+ 5
STEWART, James	35	31	+ 4
COTTEN, Joseph	34	33	+ 1
PIDGEON, Walter	34	32	+ 2
JOHNSON, Van	33	36	- 3
KAYE, Danny	32	30	+ 2
SKELTON, Red	32	32	-
FORD, Glenn	30	29	+ 1
GARFIELD, John	30	* (25, Sept., '46)	+ 5
WILDE, Cornel	30	30	-
ABBOTT & COSTELLO	29	27	+ 2
MAC MURRAY, Fred	29	29	-
WAYNE, John	27	24	+ 3

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
BENDIX, William	25	* (19, June, '46)	+ 6
HAYMES, Dick	25	* (22, June, '46)	+ 3
O'BRIEN, Pat	24	24	-
RAFT, George	24	24	-
WALKER, Robert	24	* (21, Sept., '46)	+ 3
YOUNG, Robert	24	24	-
PAYNE, John	23	* (22, June, '46)	+ 1
MADISON, Guy	21	20	+ 1
MITCHUM, Robert	21	14	+ 7
MONTGOMERY, Robert	21	* (20, Sept., '46)	+ 1
POWELL, Dick	21	19	+ 2
COLMAN, Ronald	20	21	- 1
SCOTT, Randolph	20	18	+ 2
BARRYMORE, Lionel	19	* (20, Sept., '46)	- 1
CLARK, Dane	19	* (19, June, '46)	-
FONDA, Henry	19	* (17, Sept., '46)	+ 2
BRACKEN, Eddie	18	* (18, March, '46)	-
CARMICHAEL, Hoagy	17	15	+ 2
DRAKE, Tom	17	* (15, Sept., '46)	+ 2
FAIRBANKS, Douglas, Jr.	17	15	+ 2
PARKS, Larry	17	6	+11
BOYER, Charles	16	* (17, June, '46)	- 1
MARCH, Fredric	16	* (13, Sept., '46)	+ 3
ROGERS, Roy	16	* (7, March, '46)	+ 9

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
BRENT, George	15	17	- 2
BERGEN & MC CARTHY	14	* (16, Sept., '46)	- 2
OLIVIER, Laurence	14	14	-
O'CONNOR, Donald	13	11	+ 2
STEVENS, Mark	13	10	+ 3
TONE, Franchot	13	* (13, Sept., '46)	-
MATURE, Victor	12	10	+ 2
MARSHALL, Herbert	11	* (9, Sept., '46)	+ 2
WILLIAMS, Bill	10	11	- 1
DAY, Dennis	9	7	+ 2
PRICE, Vincent	9	* (9, June, '46)	-
HUTTON, Robert	8	*	-
LUKAS, Paul	8	8	-
NIVEN, David	7	7	-
LANCASTER, Burt	6	*	-
TAMIROFF, Akim	6	*	-
ALBERT, Eddie	5	*	-
GLEASON, James	5	*	-
HOLDEN, William	5	* (4, March, '46)	+ 1
KNOX, Alexander	5	6	- 1
CRONYN, Hume	4	* (2, June, '46)	+ 2
SLEZAK, Walter	4	4	-
TIERNEY, Lawrence	4	3	+ 1
COURTLAND, Jerome	3	*	-

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
DALL, John	3	* (3, Sept., '46)	-
KORVIN, Charles	3	3	-
PARKER, Willard	3	* (1, March, '46)	+ 2
STACK, Robert	3	*	-
BICKFORD, Charles	2	*	-
CHEVALIER, Maurice	2	*	-
COCHRAN, Steve	2	2	-
GRANGER, Farley	2	*	-
KNOWLES, Patric	2	*	-
PLATT, Marc	2	* (1, June, '46)	+ 1
REDGRAVE, Michael	2	* (1, Sept., '46)	+ 1
REED, Philip	2	*	-
CALHOUN, Rory	1	*	-
DOUGLAS, Kirk	1	*	-
MACREADY, George	1	*	-
MILLS, John	1	* (1, March, '46)	-
TRAVERS, Henry	1	*	-

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

The following stars were not included in this Audit, but based on their marquee values in previous Audits are likely to be among the first hundred screen personalities.

ACTRESSES	MOST RECENT PLAYER RATING	DATE OF MEASUREMENT (1946)
ALLYSON, June	34	December
BACALL, Lauren	23	December
BALL, Lucille	20	December
CRAIN, Jeanne	24	December
DARNELL, Linda	18	September
FAYE, Alice	18	March
HAVER, June	17	December
HENIE, Sonja	19	March
HUTTON, Betty	36	December
LUPINO, Ida	17	December
SCOTT, Lizabeth	20	December
SHERIDAN, Ann	23	June
ACTORS		
AMECHE, Don	19	June
ASTAIRE, Fred	18	December
BEERY, Wallace	18	June
CAGNEY, James	29	December
CUMMINGS, Robert	17	September
DURANTE, Jimmy	18	December
EDDY, Nelson	17	June
FITZGERALD, Barry	18	September
FLYNN, Errol	31	December
HENREID, Paul	18	September
HODIAK, John	21	September
KELLY, Gene	25	September
MORGAN, Dennis	23	June
REAGAN, Ronald	20	December
ROBINSON, Edward G.	23	December
ROONEY, Mickey	22	September
SANDERS, George	17	December
SINATRA, Frank	22	December
TAYLOR, Robert	30	December
TUFTS, Sonny	23	December
WELLES, Orson	19	December

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
ABBOTT & COSTELLO	29	27	+ 2
ALBERT, Eddie	5	*	-
ANDREWS, Dana	35	30	+ 5
BARRYMORE, Ethel	10	11	- 1
BARRYMORE, Lionel	19	* (20, Sept., '46)	- 1
BAXTER, Anne	16	* (6, March, '46)	+10
BEL GEDDES, Barbara	1	1	-
BENDIX, William	25	* (19, June, '46)	+ 6
BENNETT, Joan	13	15	- 2
BERGEN & MC CARTHY	14	* (16, Sept., '46)	- 2
BERGMAN, Ingrid	55	56	- 1
BICKFORD, Charles	2	*	-
BLAIR, Janet	10	9	+ 1
BLONDELL, Joan	9	*	-
BOGART, Humphrey	47	43	+ 4
BOYER, Charles	16	* (17, June, '46)	- 1
BRACKEN, Eddie	18	* (18, March, '46)	-
BRENT, George	15	17	- 2
BROOKS, Leslie	3	*	-
CALHOUN, Rory	1	*	-
CARMICHAEL, Hoagy	17	15	+ 2
CAULFIELD, Joan	7	6	+ 1
CHAPMAN, Marguerite	4	2	+ 2
CHEVALIER, Maurice	2	*	-

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
CLARK, Dane	19	* (19, June, '46)	-
COCHRAN, Steve	2	2	-
COLBERT, Claudette	33	33	-
COLMAN, Ronald	20	21	- 1
COOPER, Gary	47	47	-
COTTEN, Joseph	34	33	+ 1
COURTLAND, Jerome	3	*	-
CRAWFORD, Joan	24	25	- 1
CRONYN, Hume	4	* (2, June, '46)	+ 2
CROSBY, Bing	57	56	+ 1
DALL, John	3	* (3, Sept., '46)	-
DAVIS, Bette	36	38	- 2
DAVIS, Joan	18	20	- 2
DAY, Dennis	9	7	+ 2
DAY, Laraine	18	16	+ 2
DE CARLO, Yvonne	10	7	+ 3
DE HAVILLAND, Olivia	29	27	+ 2
DONNELL, Jeff	2	*	-
DOUGLAS, Kirk	1	*	-
DRAKE, Tom	17	* (15, Sept., '46)	+ 2
DUNNE, Irene	19	* (20, Sept., '46)	- 1
DURBIN, Deanna	23	20	+ 3
DVORAK, Ann	2	*	-
FAIRBANKS, Douglas, Jr.	17	15	+ 2

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
FITZGERALD, Geraldine	5	*	-
FOCH, Nina	2	* (1, March, '46)	+ 1
FONDA, Henry	19	* (17, Sept., '46)	+ 2
FONTAINE, Joan	23	24	- 1
FORD, Glenn	30	29	+ 1
GABLE, Clark	39	41	- 2
GARDNER, Ava	7	9	- 2
GARFIELD, John	30	* (25, Sept., '46)	+ 5
GARLAND, Judy	31	31	-
GARSON, Greer	40	43	- 3
GLEASON, James	5	*	-
GODDARD, Paulette	23	25	- 2
GRABLE, Betty	33	33	-
GRANGER, Farley	2	*	-
GRANT, Cary	46	44	+ 2
GRAYSON, Kathryn	19	* (20, Sept., '46)	- 1
GREER, Jane	3	2	+ 1
HALE, Barbara	5	* (2, Sept., '46)	+ 3
HASSO, Signe	4	* (3, March, '46)	+ 1
HAYMES, Dick	25	* (22, June, '46)	+ 3
HAYWARD, Susan	15	14	+ 1
HAYWORTH, Rita	36	37	- 1
HEPBURN, Katharine	19	* (17, Sept., '46)	+ 2
HOLDEN, William	5	* (4, March, '46)	+ 1

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
HOPE, Bob	46	44	+ 2
HUTTON, Robert	8	*	-
JEFFREYS, Anne	2	2	-
JOHNSON, Celia	2	*	-
JOHNSON, Van	33	36	- 3
JONES, Jennifer	35	35	-
KAYE, Danny	32	30	+ 2
KEYES, Evelyn	8	* (5, Sept., '46)	+ 3
KNOWLES, Patric	2	*	-
KNOX, Alexander	5	6	- 1
KORVIN, Charles	3	3	-
LADD, Alan	48	46	+ 2
LAMARR, Hedy	24	* (22, Sept., '46)	+ 2
LAMOUR, Dorothy	23	22	+ 1
LANCASTER, Burt	6	*	-
LOY, Myrna	12	14	- 2
LUKAS, Paul	8	8	-
MAC MURRAY, Fred	29	29	-
MACREADY, George	1	*	-
MADISON, Guy	21	20	+ 1
MAIN, Marjorie	9	*	-
MARCH, Fredric	16	* (13, Sept., '46)	+ 3
MARSHALL, Herbert	11	* (9, Sept., '46)	+ 2
MATURE, Victor	12	10	+ 2

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
MAYO, Virginia	11	9	+ 2
MC GUIRE, Dorothy	25	24	+ 1
MILLAND, Ray	37	37	-
MILLS, John	1	* (1, March, '46)	-
MITCHUM, Robert	21	14	+ 7
MONTEZ, Maria	10	8	+ 2
MONTGOMERY, Robert	21	* (20, Sept., '46)	+ 1
MORAN, Dolores	2	*	-
NIVEN, David	7	7	-
O'BRIEN, Margaret	30	30	-
O'BRIEN, Pat	24	24	-
O'CONNOR, Donald	13	11	+ 2
O'DONNELL, Cathy	2	*	-
O'HARA, Maureen	21	21	-
OLIVIER, Laurence	14	14	-
PARKER, Willard	3	* (1, March, '46)	+ 2
PARKS, Larry	17	6	+11
PAYNE, John	23	* (22, June, '46)	+ 1
PECK, Gregory	45	45	-
PIDGEON, Walter	34	32	+ 2
PLATT, Marc	2	* (1, June, '46)	+ 1
POWELL, Dick	21	19	+ 2
POWER, Tyrone	41	39	+ 2
PRICE, Vincent	9	* (9, June, '46)	-

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
RAFT, George	24	24	-
RAINES, Ella	10	10	-
REDGRAVE, Michael	2	* (1, Sept., '46)	+ 1
REED, Donna	8	* (6, Sept., '46)	+ 2
REED, Philip	2	*	-
ROGERS, Ginger	34	32	+ 2
ROGERS, Roy	16	* (7, March, '46)	+ 9
RUSSELL, Jane	17	* (16, Sept., 46)	+ 1
RUSSELL, Rosalind	27	29	- 2
SCOTT, Randolph	20	18	+ 2
SHORE, Dinah	17	* (15, June, '46)	+ 2
SKELTON, Red	32	32	-
SLEZAK, Walter	4	4	-
SOTHERN, Ann	18	* (21, Sept., '46)	- 3
STACK, Robert	3	*	-
STANWYCK, Barbara	32	30	+ 2
STEVENS, Mark	13	10	+ 3
STEWART, James	35	31	+ 4
TAMIROFF, Akim	6	*	-
TEMPLE, Shirley	24	24	-
TIERNEY, Gene	34	34	-
TIERNEY, Lawrence	4	3	+ 1
TONE, Franchot	13	* (13, Sept., '46)	-
TRACY, Spencer	41	39	+ 2

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	REGULAR AUDIT (MARCH, 1947)	REGULAR AUDIT (DECEMBER, 1946)	DIFFERENCE
TRAVERS, Henry	1	*	-
TREVOR, Claire	7	7	-
TURNER, Lana	38	37	+ 1
VERA-ELLEN	7	5	+ 2
WALKER, Robert	24	* (21, Sept., '46)	+ 3
WAYNE, John	27	24	+ 3
WILDE, Cornel	30	30	-
WILLIAMS, Bill	10	11	- 1
WILLIAMS, Esther	31	* (31, Sept., '46)	-
WRIGHT, Teresa	13	12	+ 1
WYMAN, Jane	15	*	-
YOUNG, Loretta	23	23	-
YOUNG, Robert	24	24	-

* Not measured in December, 1946

CONTINUING AUDIT OF MARQUEE VALUES

UPPER PRICE AUDIT

The group upon which the Upper Price Audit is based constitutes the following: Movie-goers in the New York City area who spend on the average 60 cents or more for their tickets, plus movie-goers in other cities over 500,000 in population who on the average spend 55 cents or more, plus those in cities of 100,000 to 500,000 who on the average pay 50 cents or more, plus those in cities and towns under 100,000 who on the average pay 45 cents or more. This group *as a whole* pays an *average* price of 63 cents per ticket, and the dollars they spend on motion pictures amounts to about 60 per cent of the total motion picture gross at the boxoffice.

The average price per ticket paid by those movie-goers not included in the Upper Price Audit is about 40 cents. These people account for about 40 cents out of each dollar spent at the boxoffice.

It is well to point out that the Upper Price Audit inevitably shows up some characteristics of a star's following other than price paid alone. For example, we find that movie-goers in the 12 through 17 age group pay somewhat less on the average than is true of older movie-goers, which means that the Upper Price Audit consists of movie-goers who on the average are older than people in the total audience. This in turn means that stars who are particularly strong among younger movie-goers are likely to be lower in the Upper Price Audit than in the regular Audit. Correspondingly, stars who are particularly strong among older movie-goers are likely to be higher in the Upper Price Audit than in the regular Audit.

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (MARCH, 1947)	REGULAR AUDIT (MARCH, 1947)	DIFFERENCE
BERGMAN, Ingrid	59	55	+ 4
GARSON, Greer	42	40	+ 2
DAVIS, Bette	39	36	+ 3
TURNER, Lana	37	38	- 1
HAYWORTH, Rita	35	36	- 1
JONES, Jennifer	34	35	- 1
TIERNEY, Gene	34	34	-
COLBERT, Claudette	33	33	-
STANWYCK, Barbara	33	32	+ 1
ROGERS, Ginger	32	34	- 2
DE HAVILLAND, Olivia	30	29	+ 1
GRABLE, Betty	30	33	- 3
RUSSELL, Rosalind	30	27	+ 3
WILLIAMS, Esther	30	31	- 1
GARLAND, Judy	29	31	- 2
O'BRIEN, Margaret	28	30	- 2
FONTAINE, Joan	25	23	+ 2
MC GUIRE, Dorothy	25	25	-
CRAWFORD, Joan	24	24	-
GODDARD, Paulette	23	23	-
YOUNG, Loretta	23	23	-
DUNNE, Irene	22	19	+ 3
DURBIN, Deanna	22	23	- 1
LAMARR, Hedy	22	24	- 2

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (MARCH, 1947)	REGULAR AUDIT (MARCH, 1947)	DIFFERENCE
HEPBURN, Katharine	21	19	+ 2
O'HARA, Maureen	21	21	-
LAMOUR, Dorothy	19	23	- 4
TEMPLE, Shirley	19	24	- 5
GRAYSON, Kathryn	18	19	- 1
DAVIS, Joan	17	18	- 1
SOTHERN, Ann	17	18	- 1
BAXTER, Anne	16	16	-
DAY, Laraine	16	18	- 2
SHORE, Dinah	16	17	- 1
HAYWARD, Susan	15	15	-
RUSSELL, Jane	15	17	- 2
BENNETT, Joan	13	13	-
LOY, Myrna	13	12	+ 1
WRIGHT, Teresa	13	13	-
WYMAN, Jane	13	15	- 2
BARRYMORE, Ethel	11	10	+ 1
BLAIR, Janet	9	10	- 1
BLONDELL, Joan	9	9	-
DE CARLO, Yvonne	9	10	- 1
MAYO, Virginia	9	11	- 2
MAIN, Marjorie	8	9	- 1
MONTEZ, Maria	8	10	- 2
RAINES, Ella	8	10	- 2

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (MARCH, 1947)	REGULAR AUDIT (MARCH, 1947)	DIFFERENCE
REED, Donna	8	8	-
KEYES, Evelyn	7	8	- 1
CAULFIELD, Joan	6	7	- 1
FITZGERALD, Geraldine	6	5	+ 1
GARDNER, Ava	6	7	- 1
TREVOR, Claire	6	7	- 1
VERA-ELLEN	5	7	- 2
BROOKS, Leslie	4	3	+ 1
CHAPMAN, Marguerite	4	4	-
HALE, Barbara	4	5	- 1
HASSO, Signe	4	4	-
DVORAK, Ann	2	2	-
GREER, Jane	2	3	- 1
JEFFREYS, Anne	2	2	-
JOHNSON, Celia	2	2	-
MORAN, Dolores	2	2	-
O'DONNELL, Cathy	2	2	-
BEL GEDDES, Barbara	1	1	-
DONNELL, Jeff	1	2	- 1
FOCH, Nina	1	2	- 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (MARCH, 1947)	REGULAR AUDIT (MARCH, 1947)	DIFFERENCE
CROSBY, Bing	56	57	- 1
PECK, Gregory	47	45	+ 2
BOGART, Humphrey	45	47	- 2
COOPER, Gary	45	47	- 2
GRANT, Cary	45	46	- 1
HOPE, Bob	45	46	- 1
LADD, Alan	44	48	- 4
POWER, Tyrone	41	41	-
TRACY, Spencer	41	41	-
GABLE, Clark	38	39	- 1
MILLAND, Ray	37	37	-
STEWART, James	37	35	+ 2
PIDGEON, Walter	36	34	+ 2
ANDREWS, Dana	35	35	-
COTTEN, Joseph	35	34	+ 1
KAYE, Danny	31	32	- 1
JOHNSON, Van	30	33	- 3
GARFIELD, John	29	30	- 1
WILDE, Cornel	29	30	- 1
FORD, Glenn	28	30	- 2
MAC MURRAY, Fred	28	29	- 1
SKELTON, Red	28	32	- 4
WAYNE, John	25	27	- 2
YOUNG, Robert	25	24	+ 1

CONTINUING AUDIT OF MARQUEE VALUES

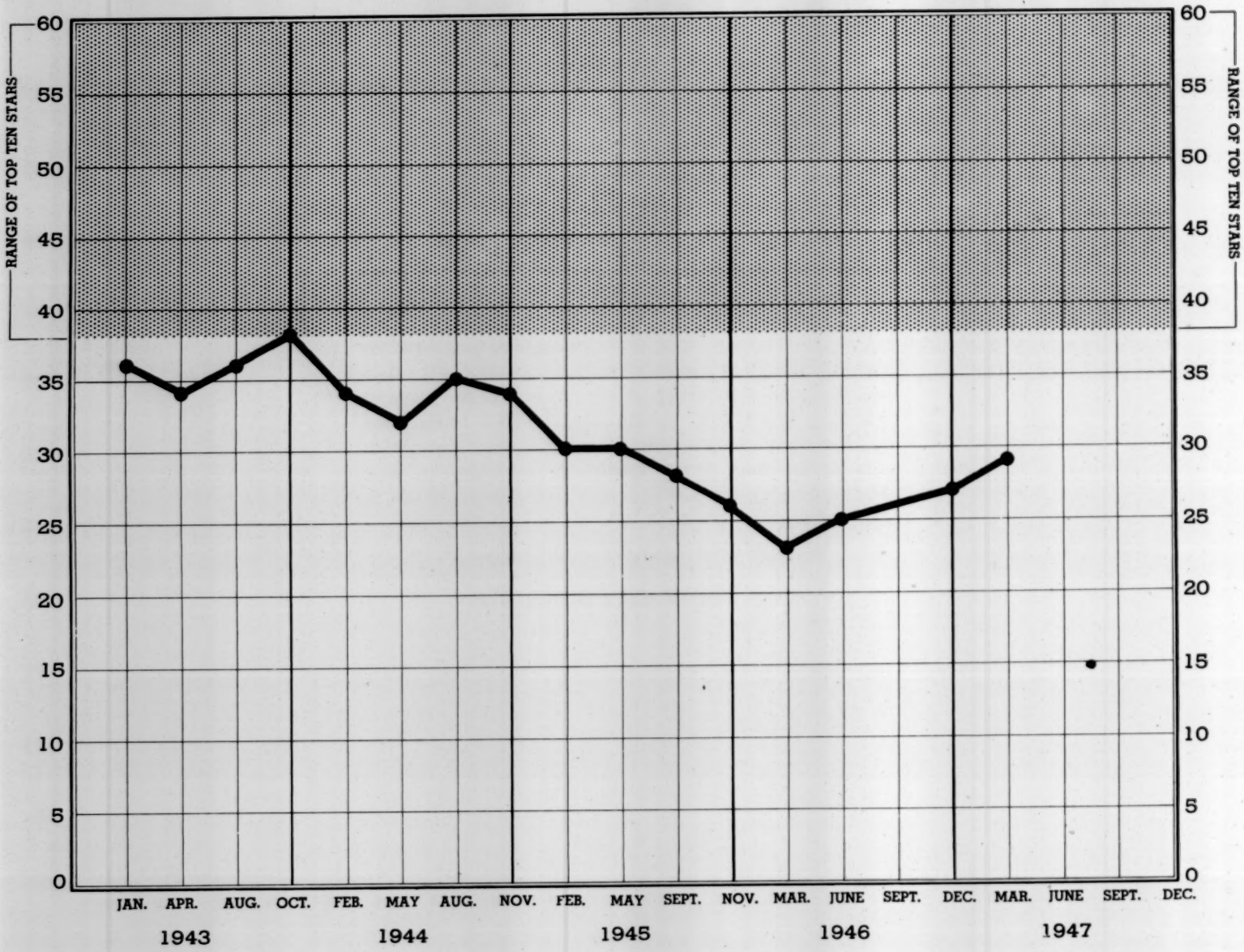
ACTORS	UPPER PRICE AUDIT (MARCH, 1947)	REGULAR AUDIT (MARCH, 1947)	DIFFERENCE
BENDIX, William	24	25	- 1
HAYMES, Dick	24	25	- 1
ABBOTT & COSTELLO	22	29	- 7
COLMAN, Ronald	22	20	+ 2
MONTGOMERY, Robert	22	21	+ 1
RAFT, George	22	24	- 2
WALKER, Robert	22	24	- 2
FONDA, Henry	21	19	+ 2
MITCHUM, Robert	21	21	-
BARRYMORE, Lionel	20	19	+ 1
O'BRIEN, Pat	20	24	- 4
PAYNE, John	20	23	- 3
POWELL, Dick	20	21	- 1
MADISON, Guy	19	21	- 2
MARCH, Fredric	19	16	+ 3
FAIRBANKS, Douglas, Jr.	18	17	+ 1
SCOTT, Randolph	18	20	- 2
CARMICHAEL, Hoagy	17	17	-
PARKS, Larry	17	17	-
BOYER, Charles	16	16	-
BRACKEN, Eddie	16	18	- 2
CLARK, Dane	16	19	- 3
OLIVIER, Laurence	16	14	+ 2
TONE, Franchot	15	13	+ 2

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (MARCH, 1947)	REGULAR AUDIT (MARCH, 1947)	DIFFERENCE
BRENT, George	14	15	- 1
DRAKE, Tom	14	17	- 3
STEVENS, Mark	13	13	-
BERGEN & MC CARTHY	12	14	- 2
MARSHALL, Herbert	12	11	+ 1
MATURE, Victor	12	12	-
O'CONNOR, Donald	12	13	- 1
ROGERS, Roy	11	16	- 5
PRICE, Vincent	10	9	+ 1
LUKAS, Paul	9	8	+ 1
WILLIAMS, Bill	9	10	- 1
DAY, Dennis	8	9	- 1
NIVEN, David	8	7	+ 1
LANCASTER, Burt	7	6	+ 1
HUTTON, Robert	6	8	- 2
KNOX, Alexander	6	5	+ 1
TAMIROFF, Akim	6	6	-
ALBERT, Eddie	5	5	-
CRONYN, Hume	5	4	+ 1
GLEASON, James	5	5	-
HOLDEN, William	5	5	-
COURTLAND, Jerome	4	3	+ 1
SLEZAK, Walter	4	4	-
STACK, Robert	4	3	+ 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (MARCH, 1947)	REGULAR AUDIT (MARCH, 1947)	DIFFERENCE
TIERNEY, Lawrence	4	4	-
DALL, John	3	3	-
BICKFORD, Charles	2	2	-
CHEVALIER, Maurice	2	2	-
COCHRAN, Steve	2	2	-
GRANGER, Farley	2	2	-
KORVIN, Charles	2	3	- 1
PARKER, Willard	2	3	- 1
PLATT, Marc	2	2	-
REDGRAVE, Michael	2	2	-
CALHOUN, Rory	1	1	-
DOUGLAS, Kirk	1	1	-
KNOWLES, Patric	1	2	- 1
MACREADY, George	1	1	-
MILLS, John	1	1	-
REED, Philip	1	2	- 1
TRAVERS, Henry	1	1	-



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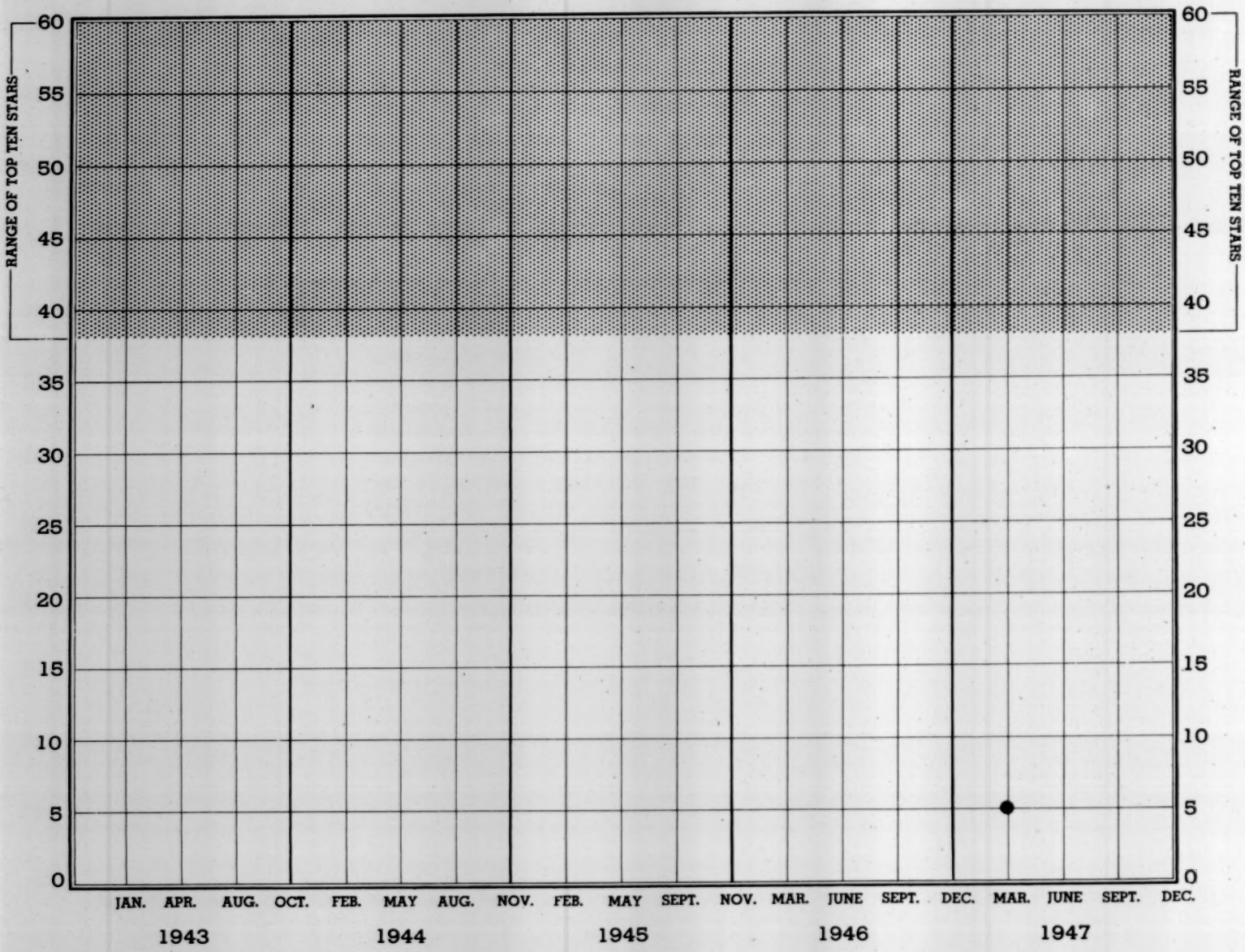

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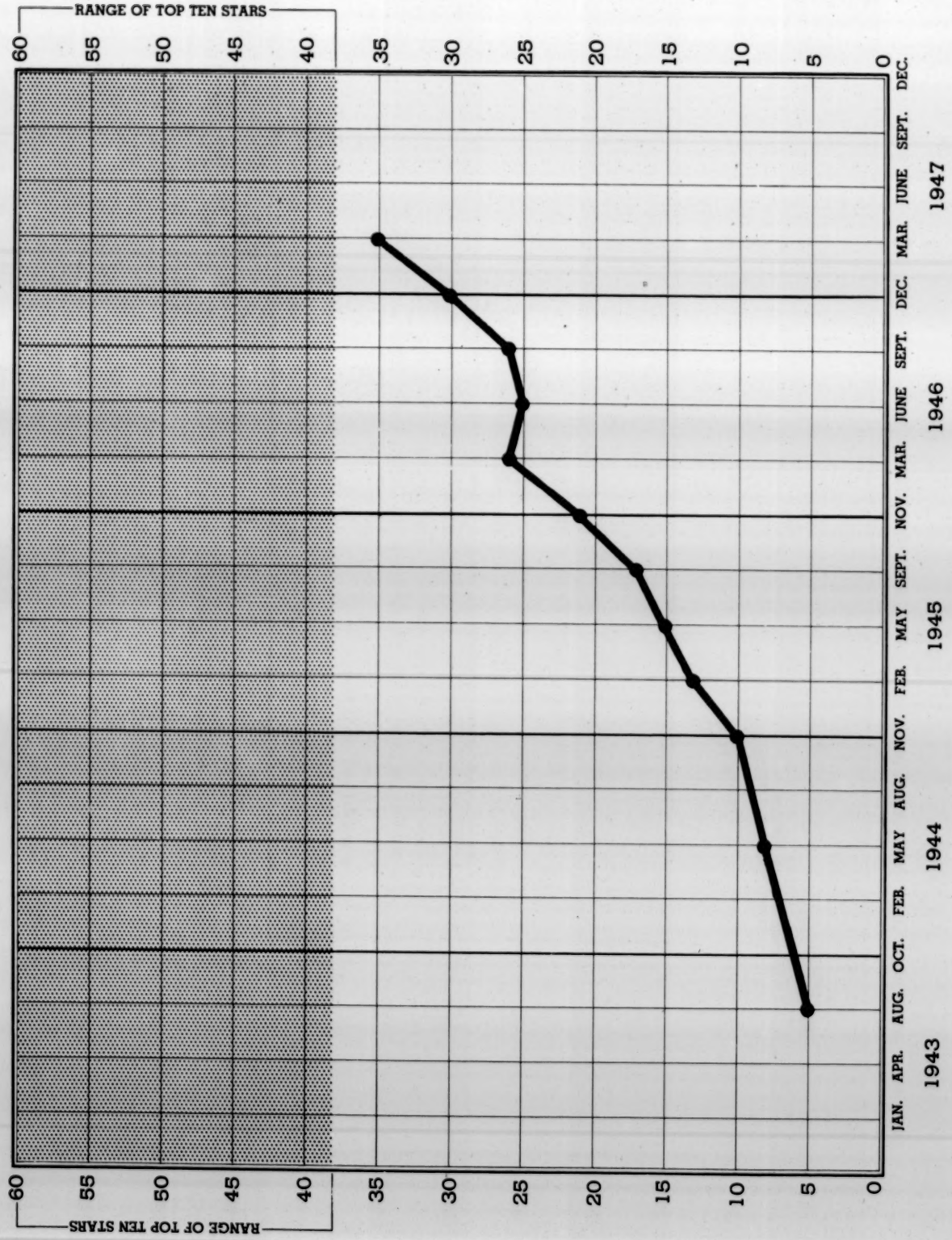
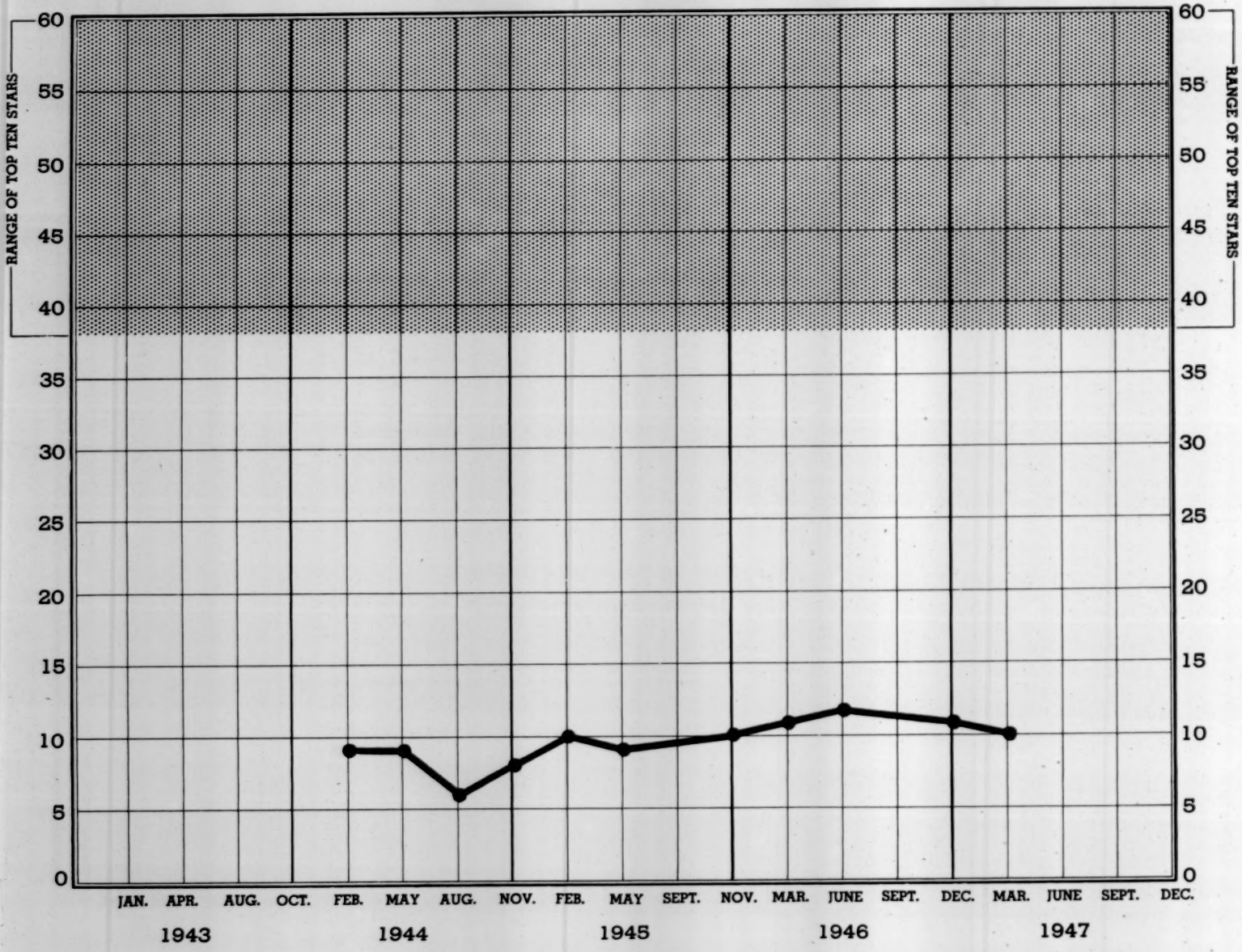
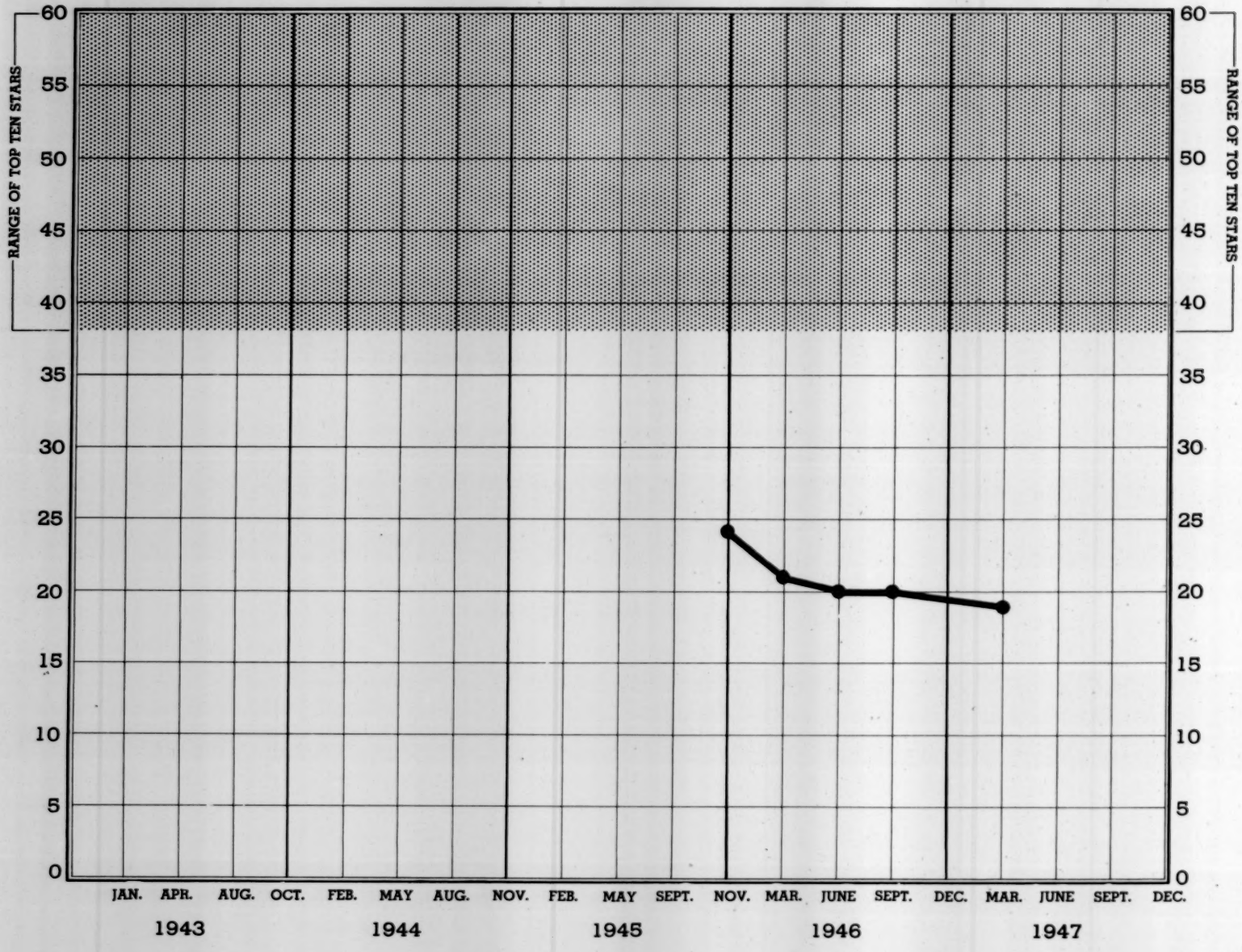
Dana ANDREWS

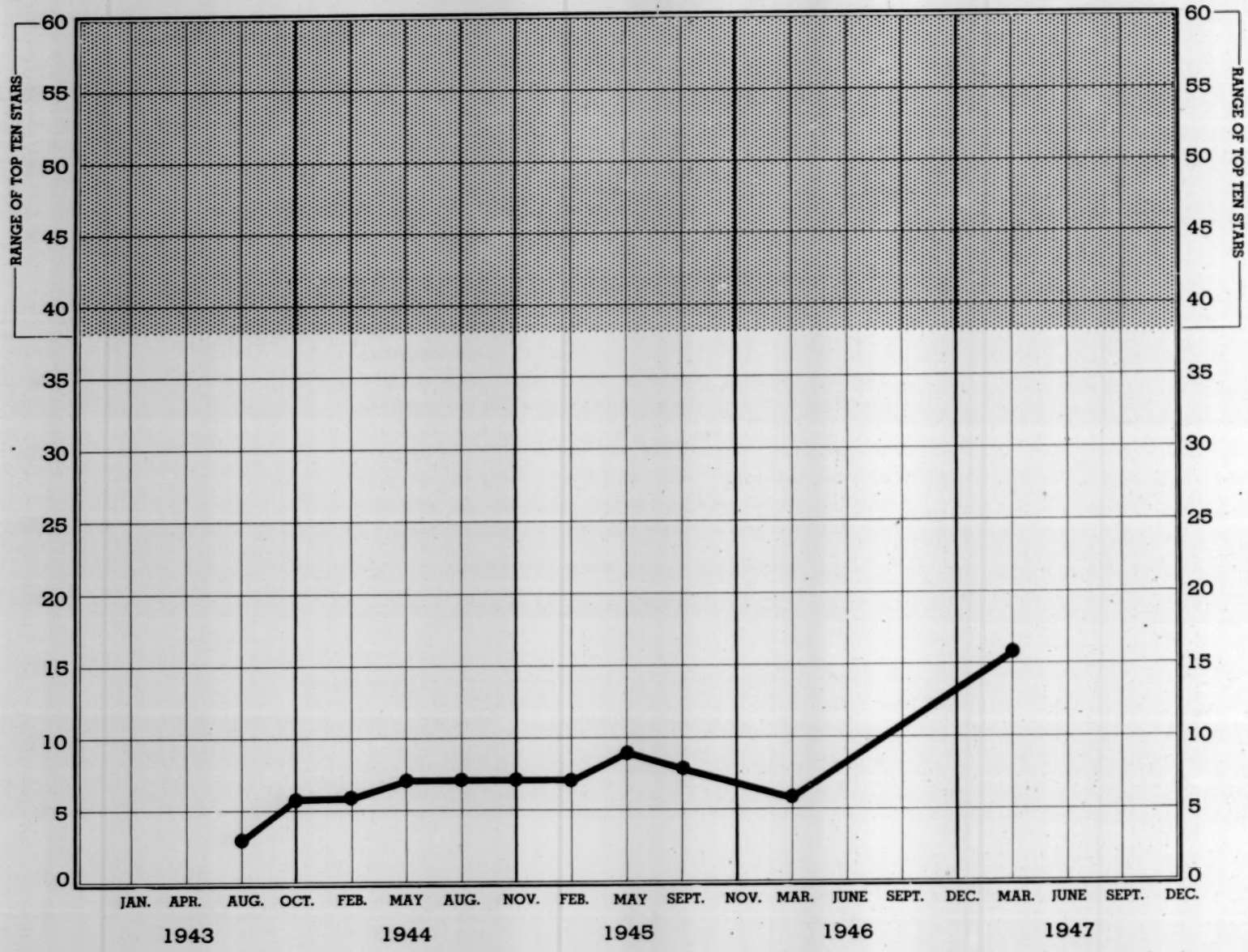




Ethel BARRYMORE



Lionel BARRYMORE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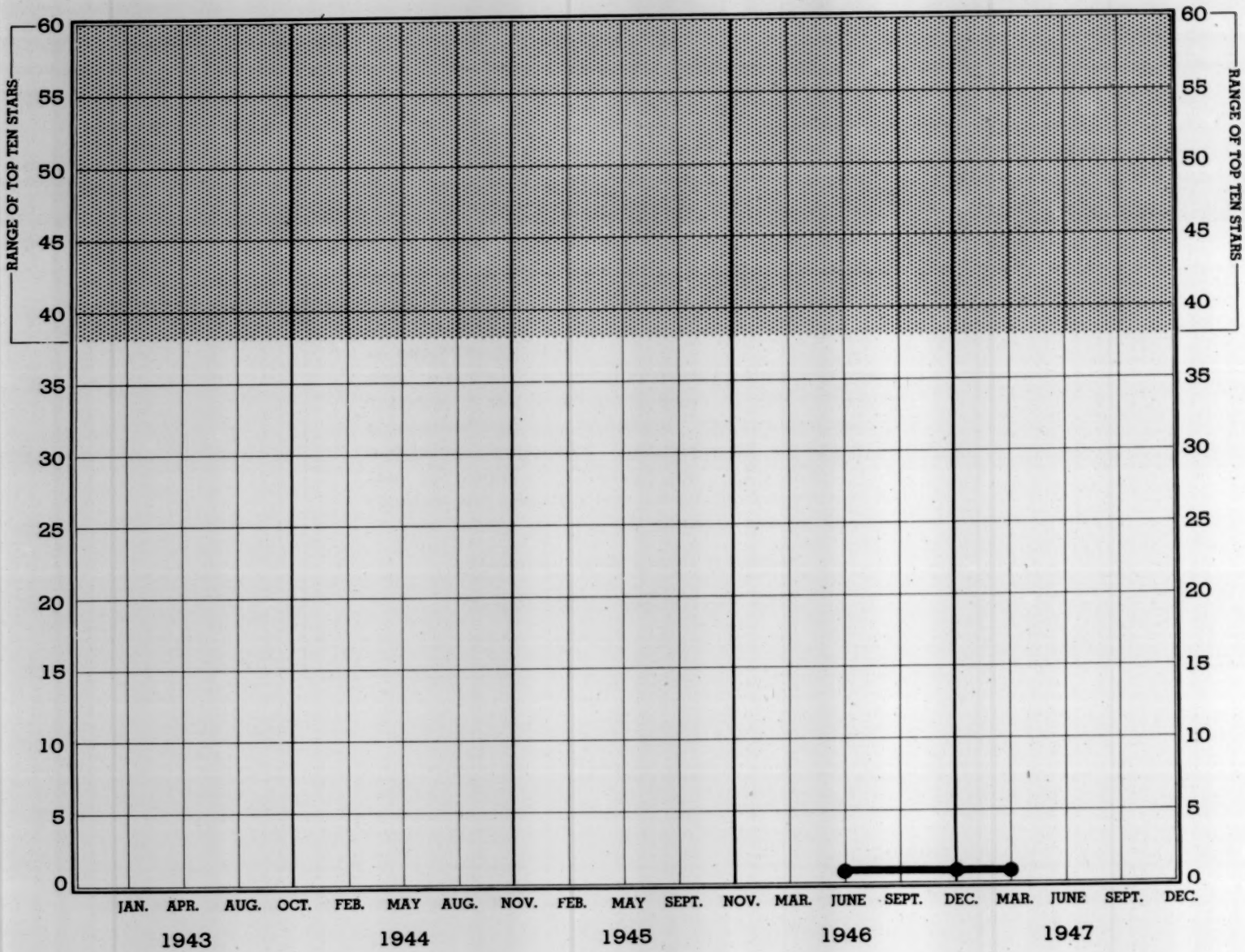
Anne BAXTER



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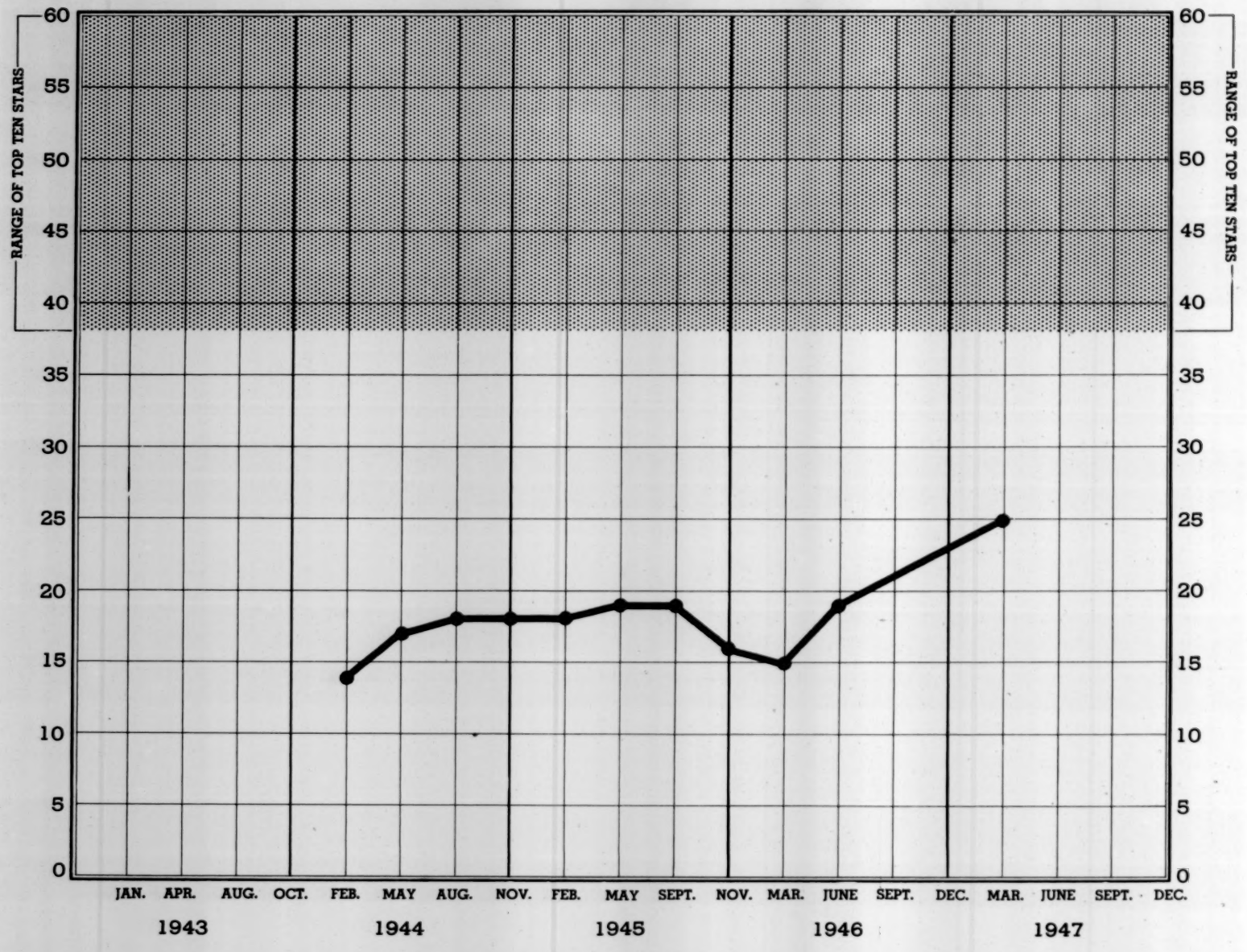
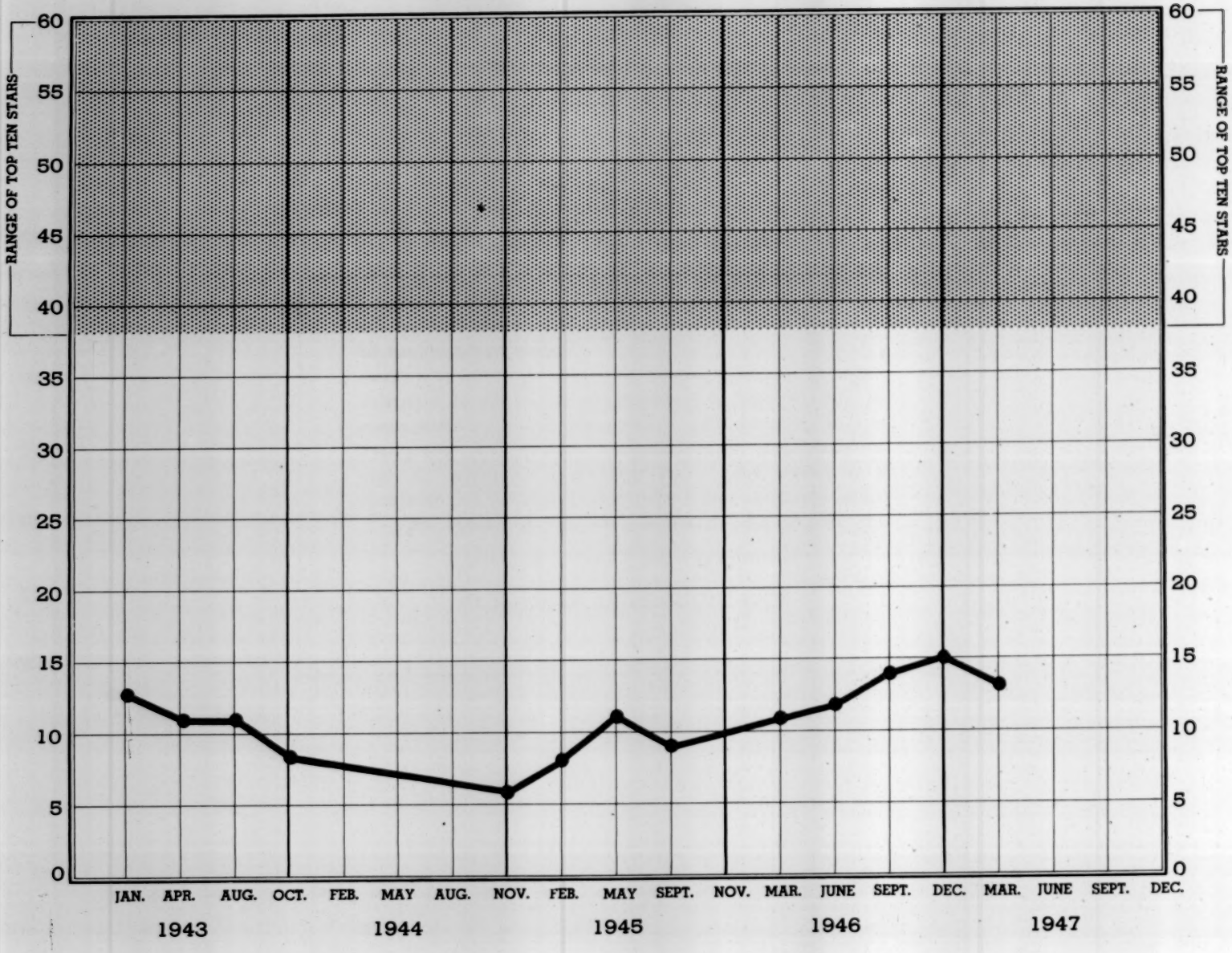
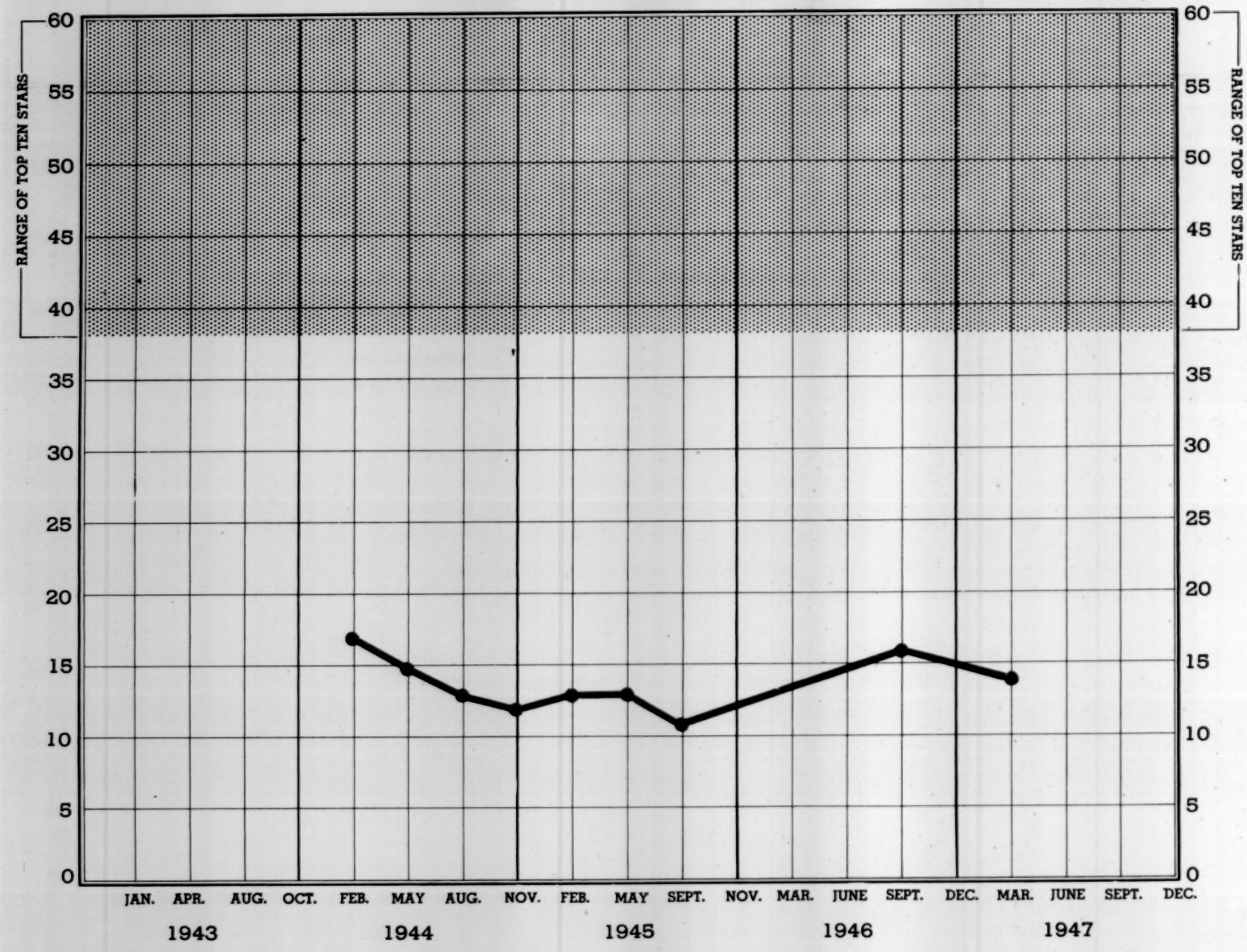


William BENDIX



Joan BENNETT



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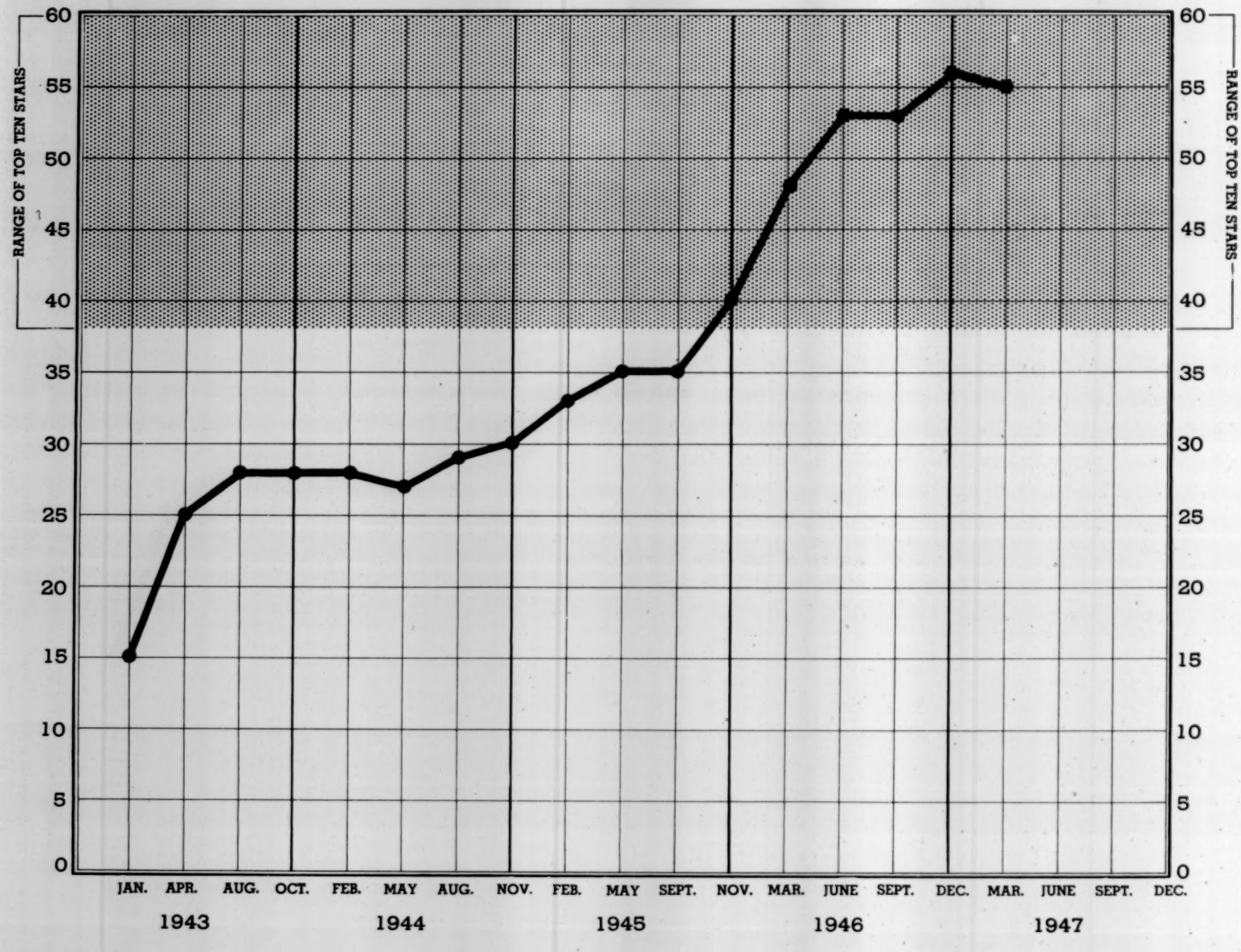
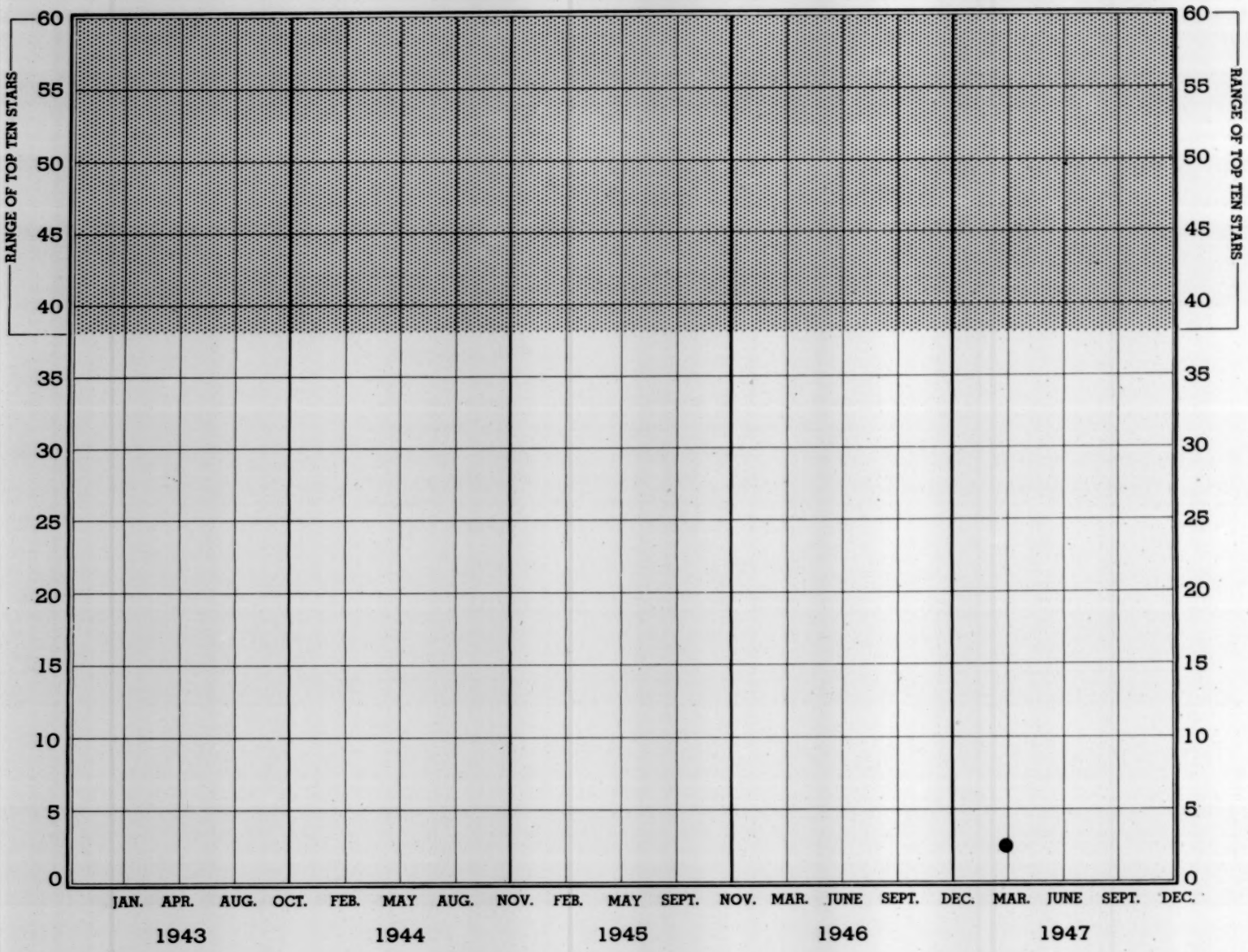
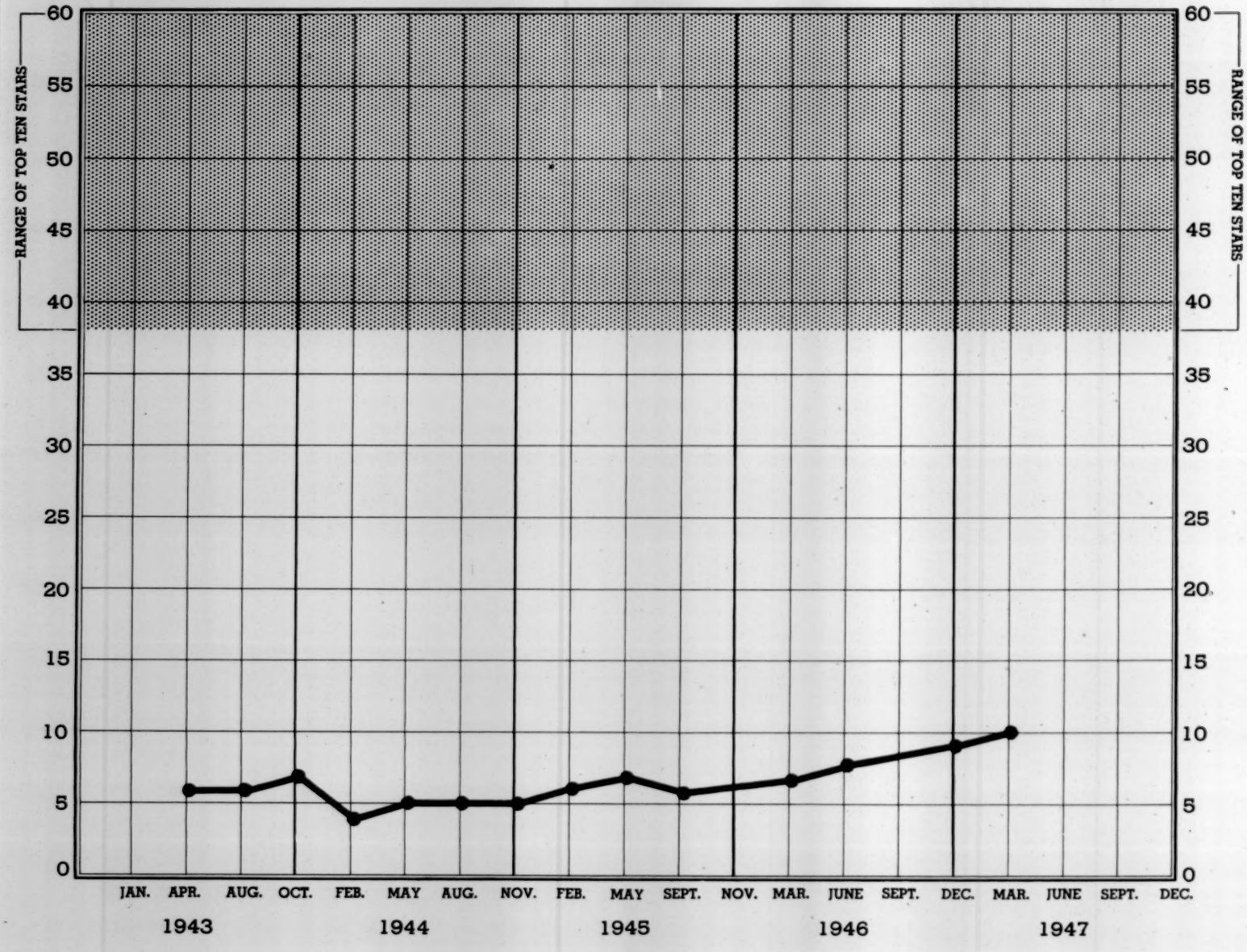


Ingrid BERGMAN



Charles BICKFORD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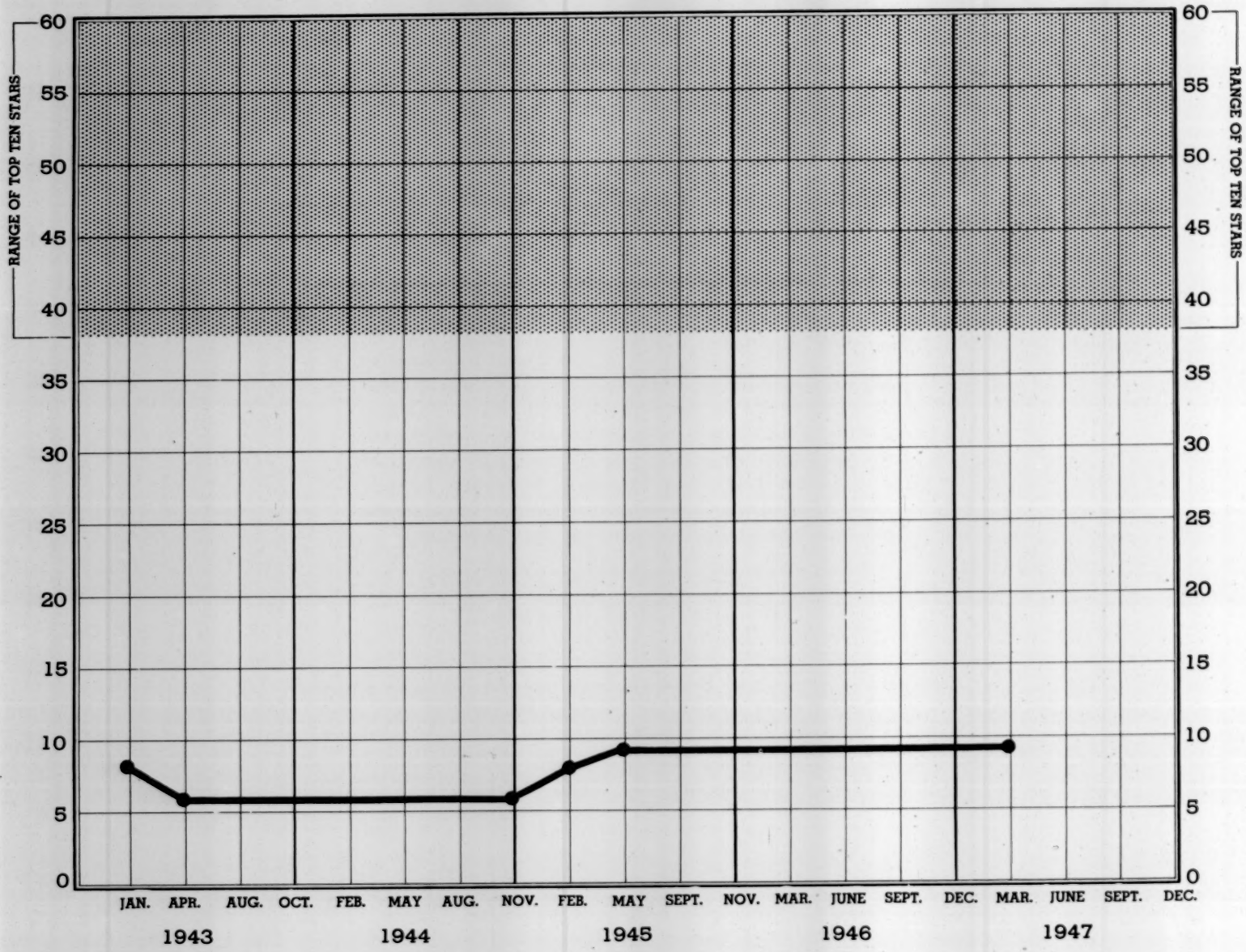
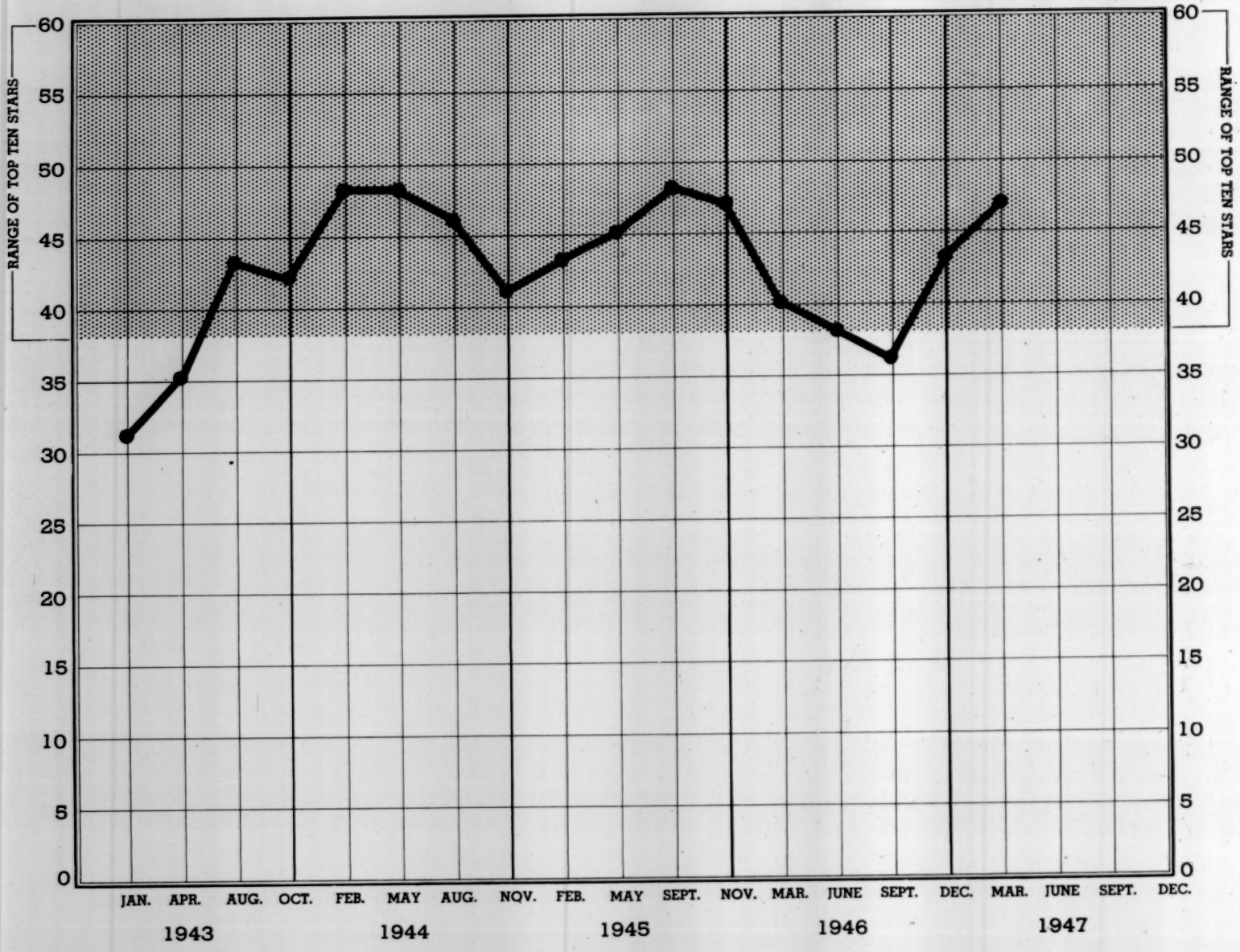
Janet BLAIR

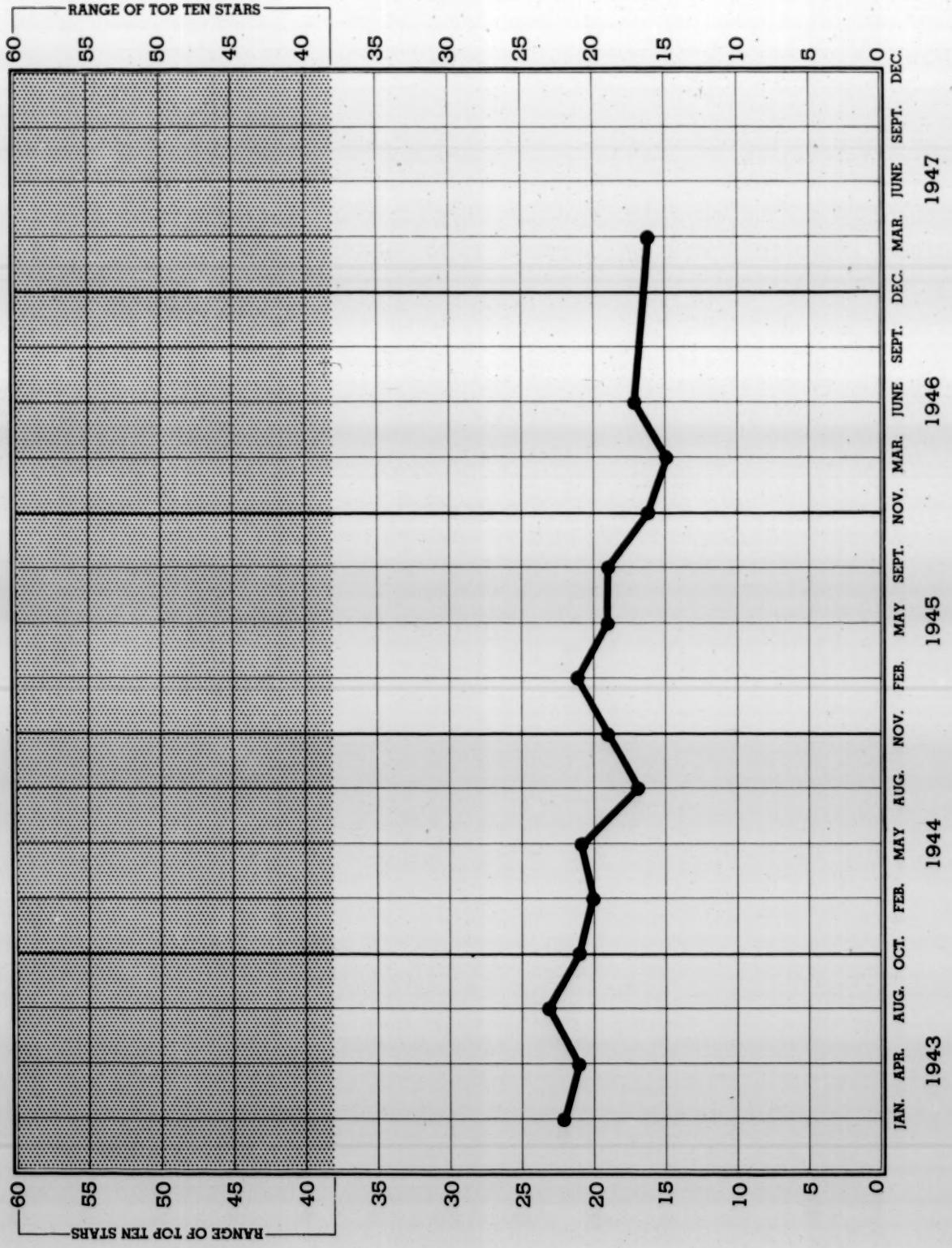


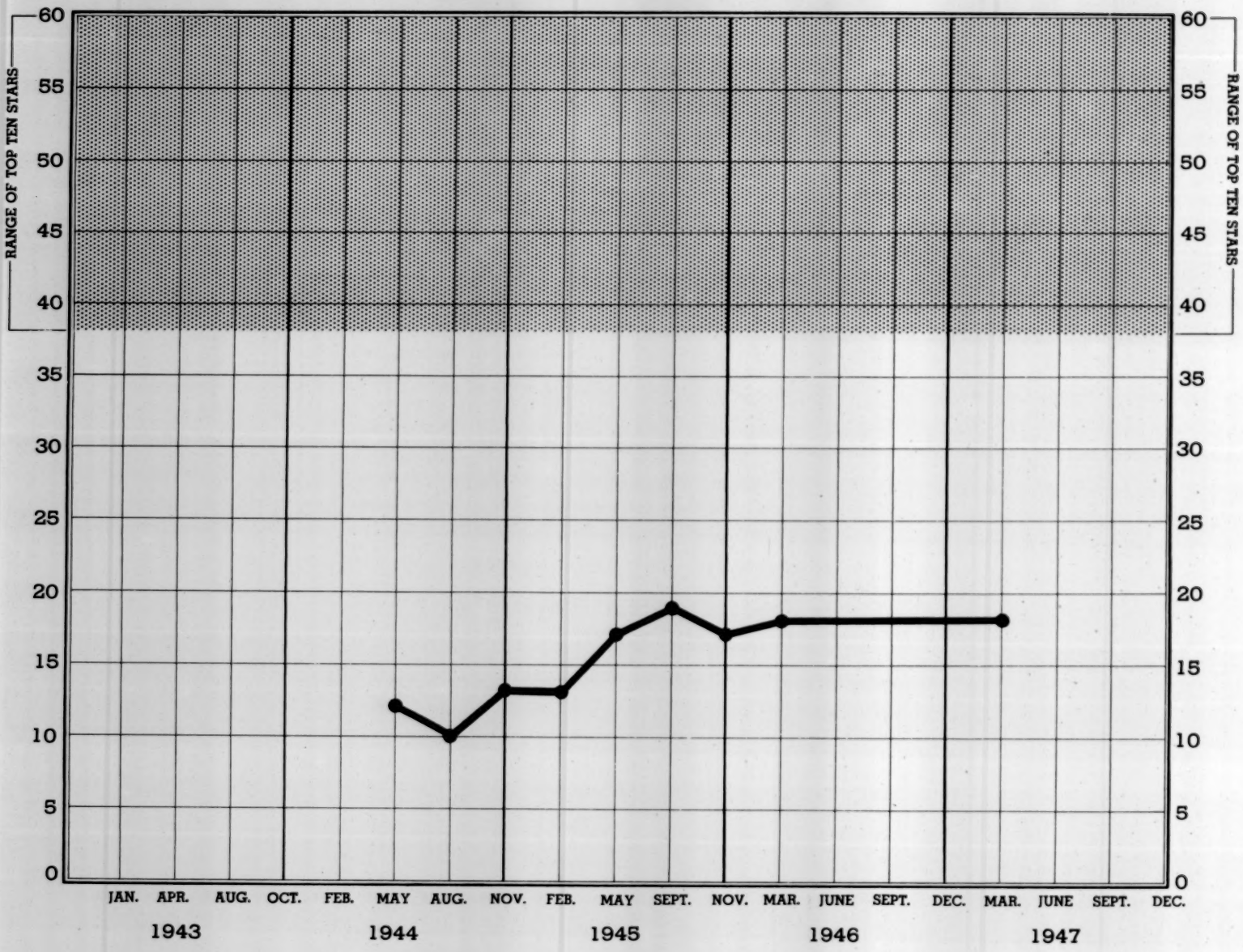
Joan BLONDELL



Humphrey BOGART

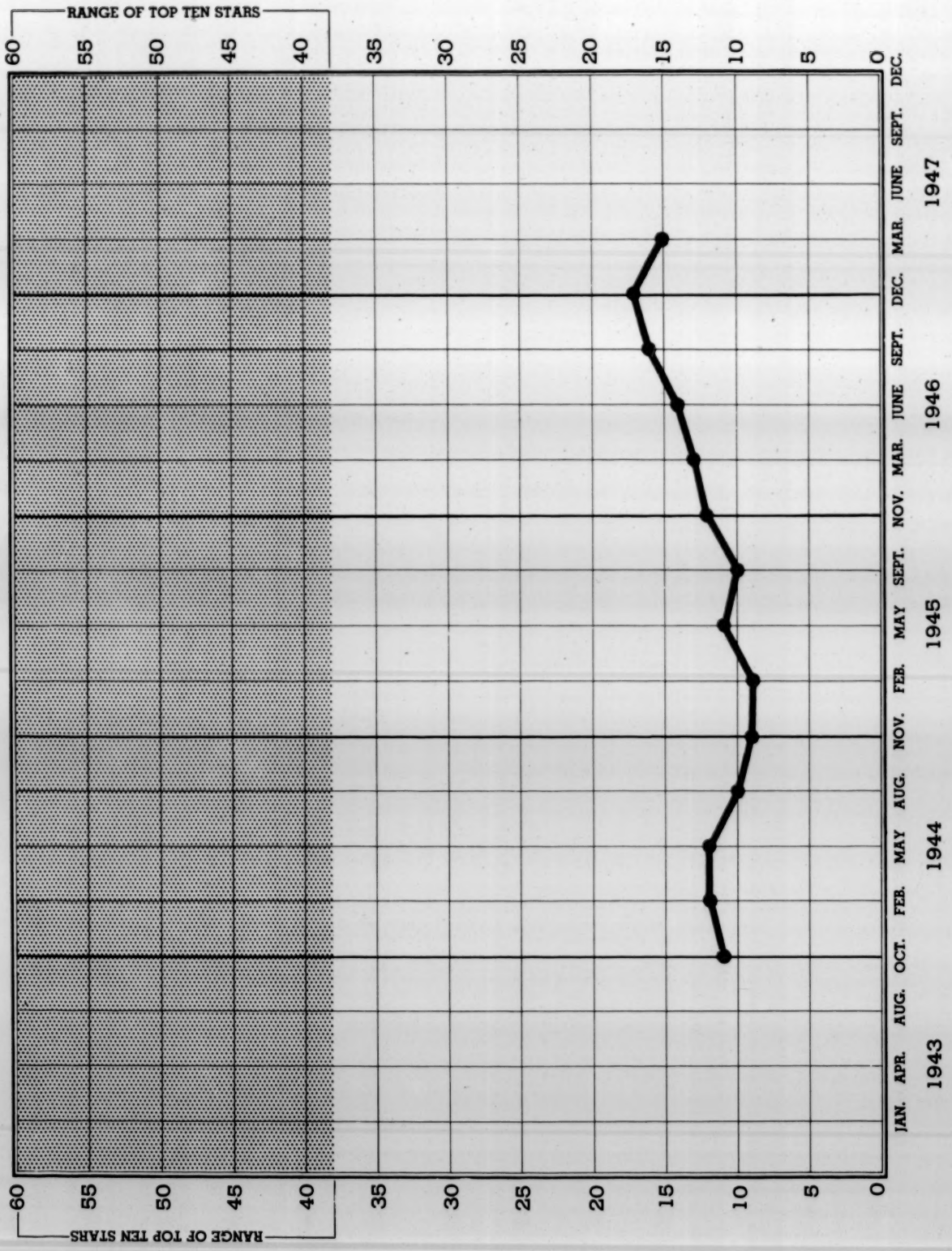
Charles BOYER

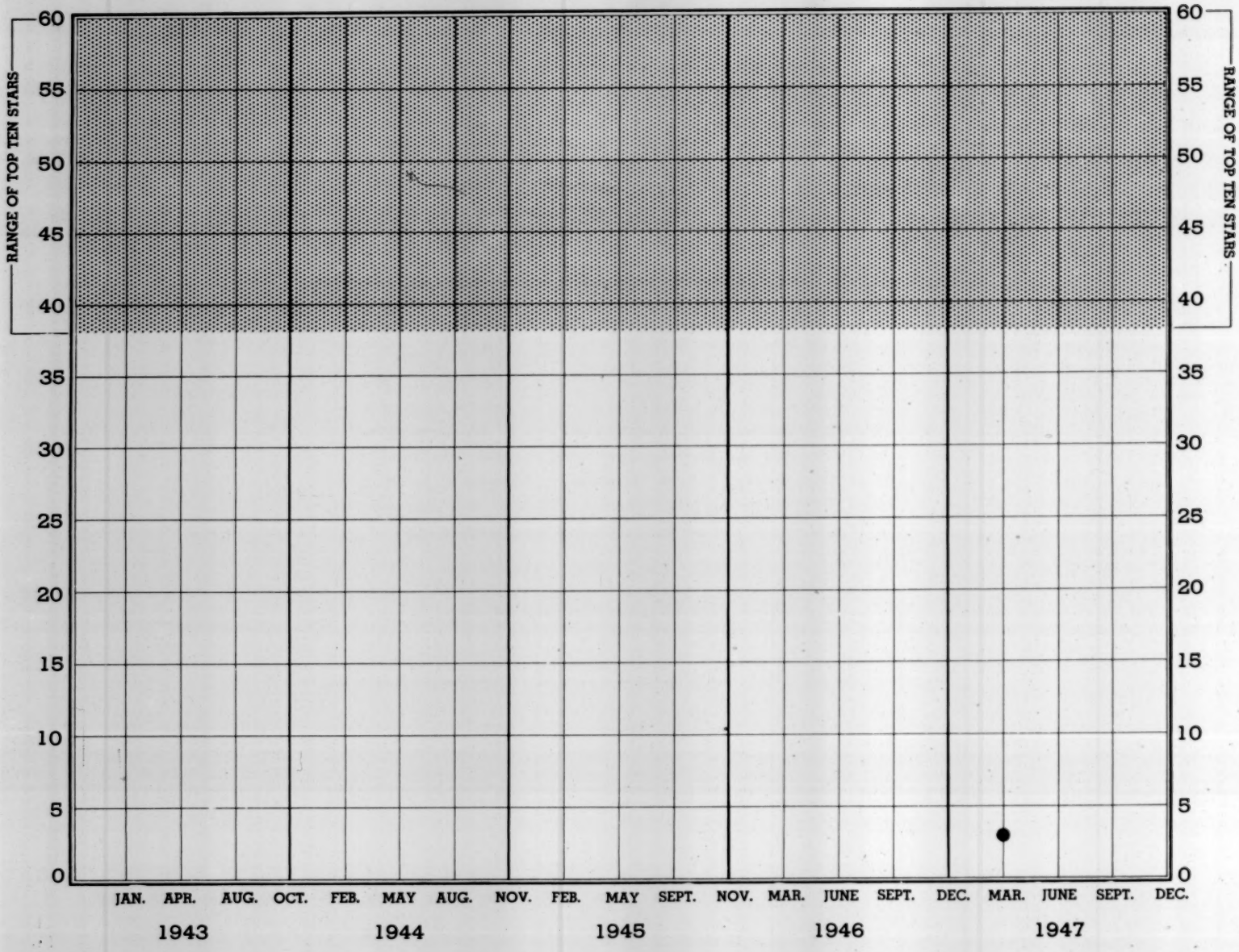




Eddie BRACKEN

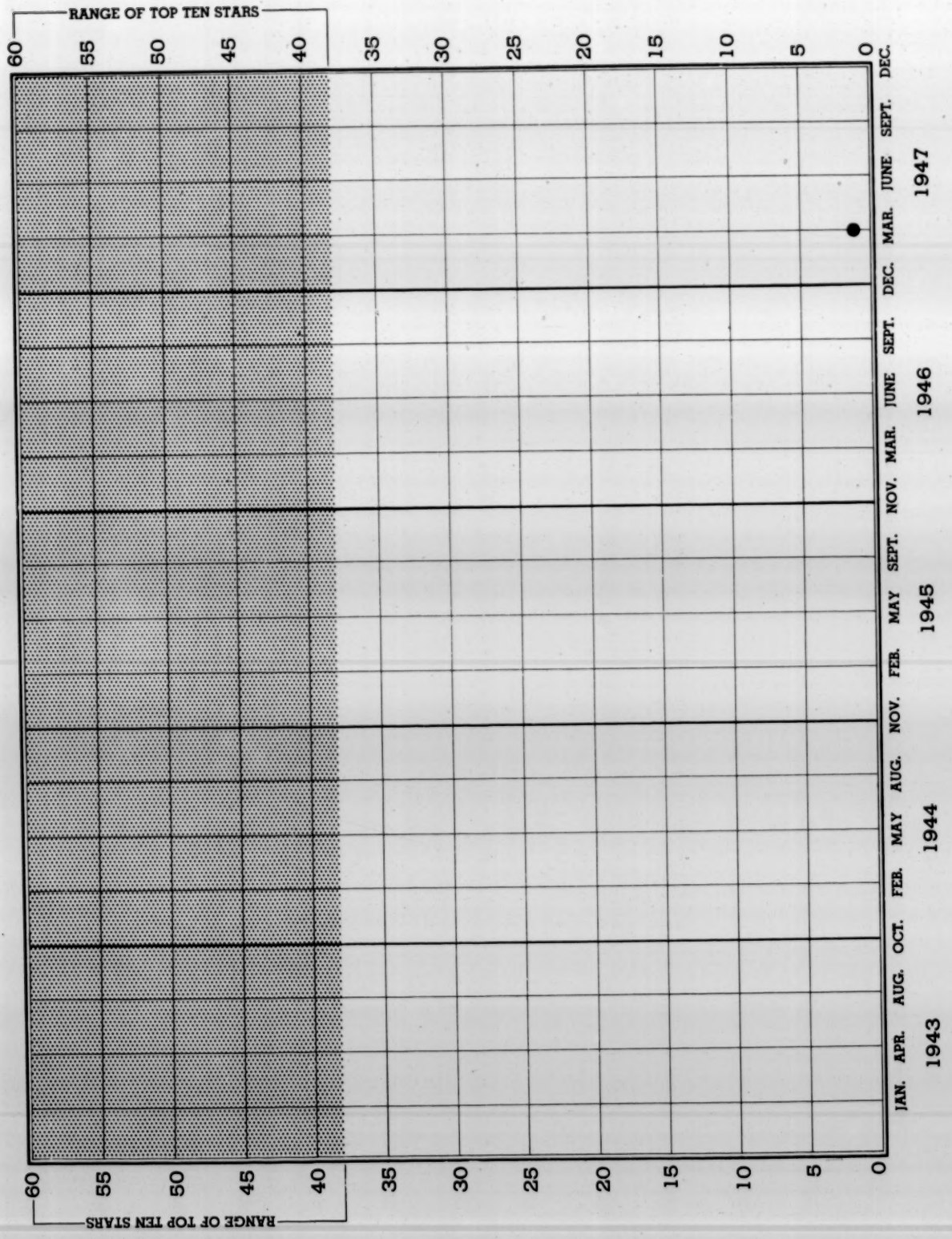
George BRENT

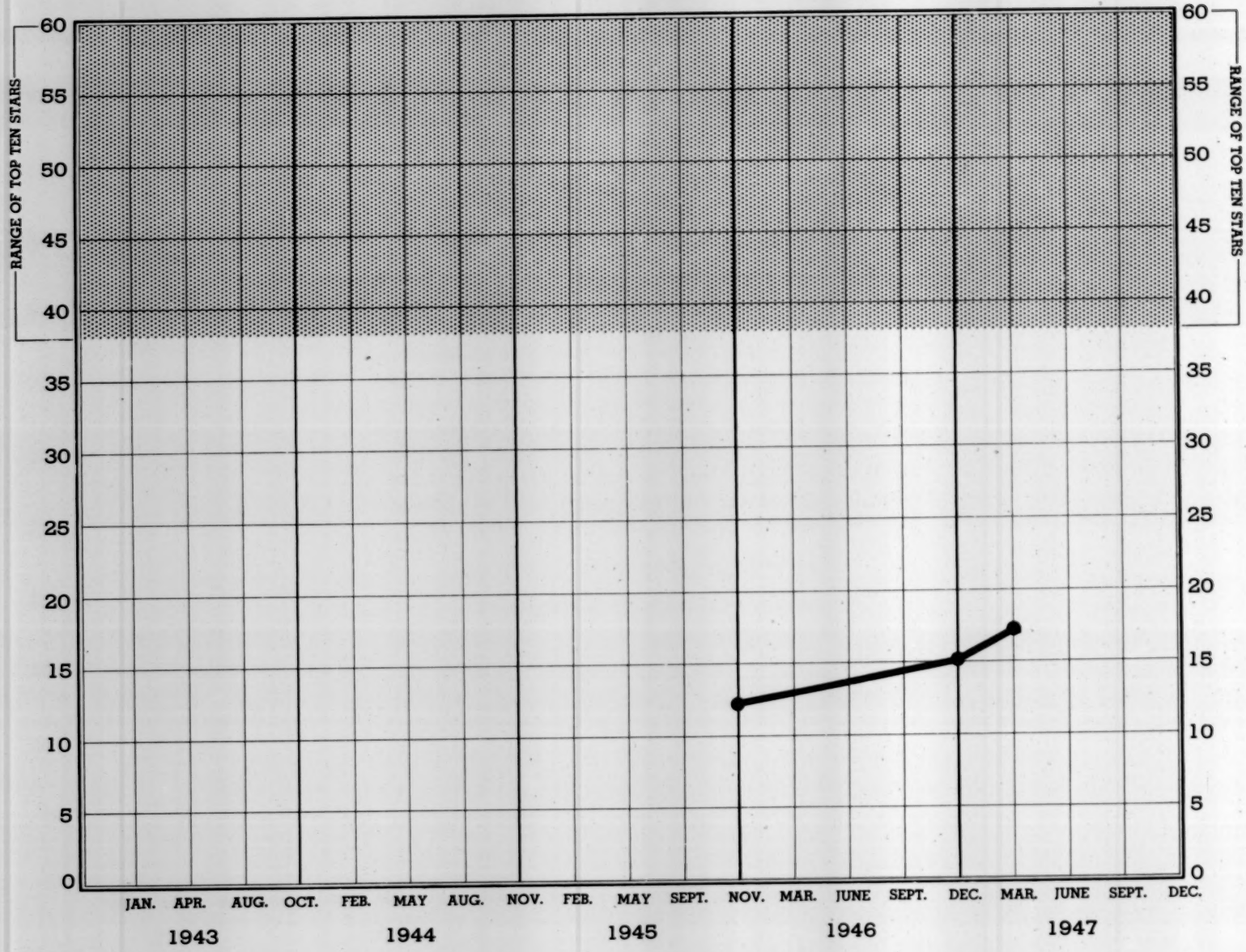




Leslie BROOKS

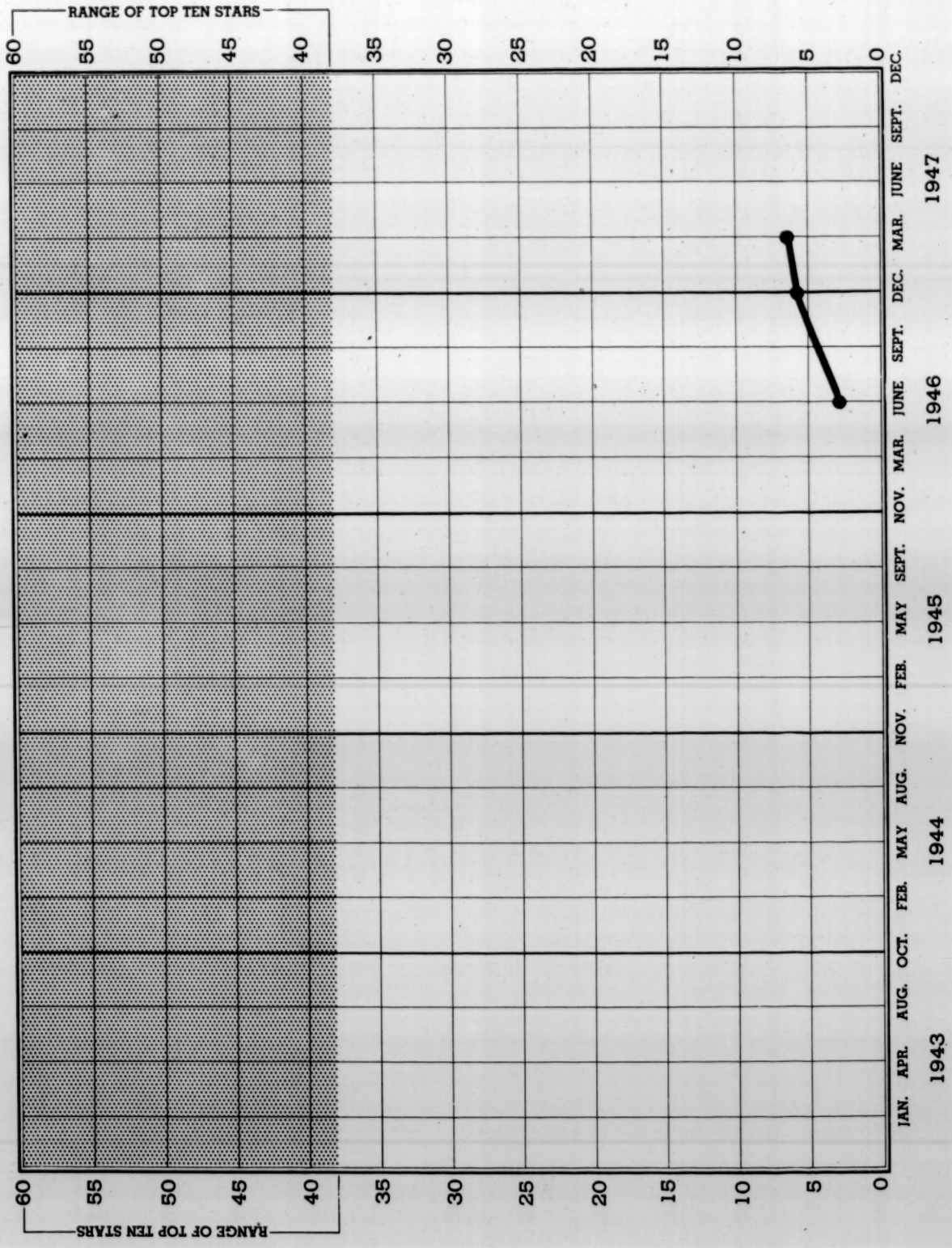
Rory CALHOUN

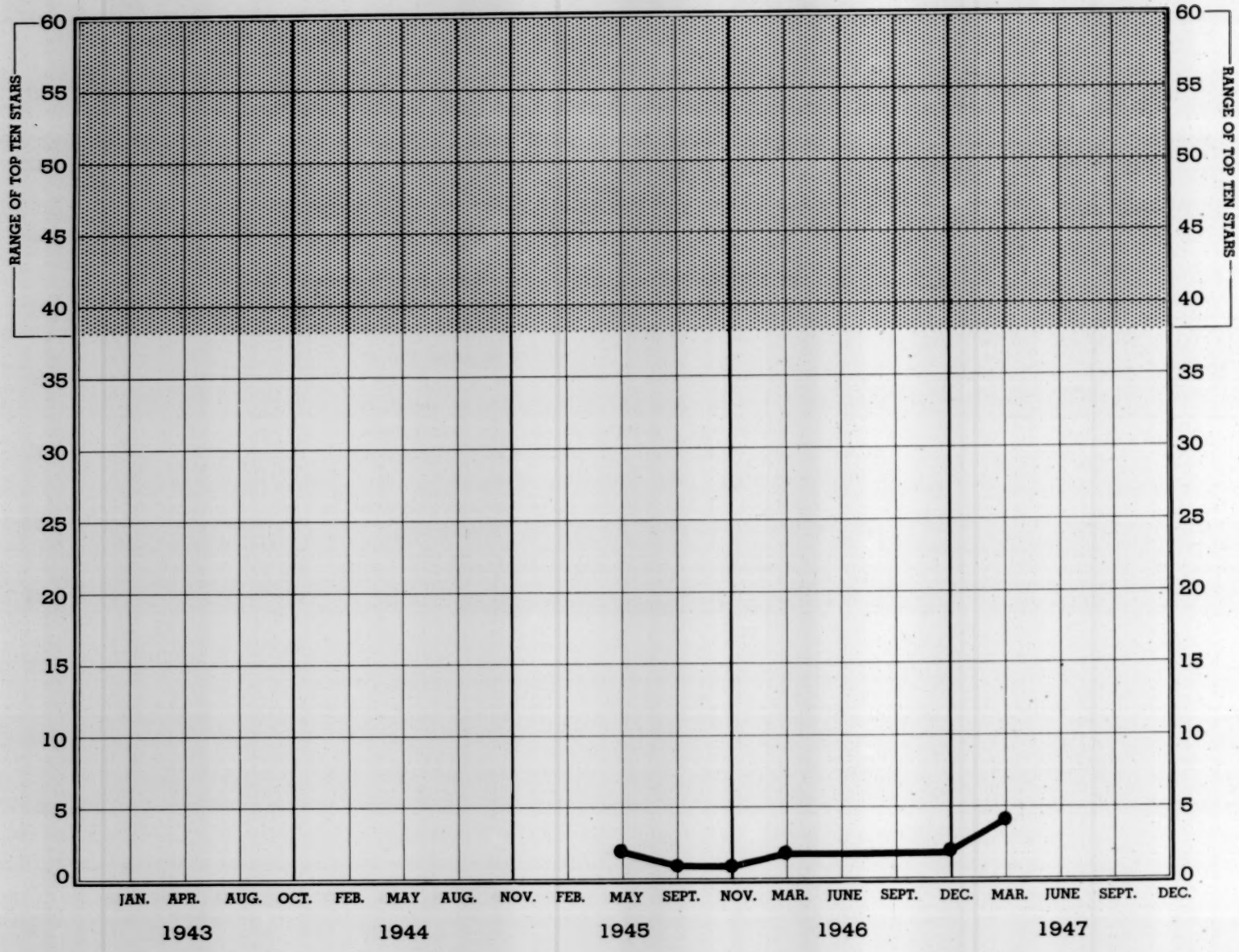




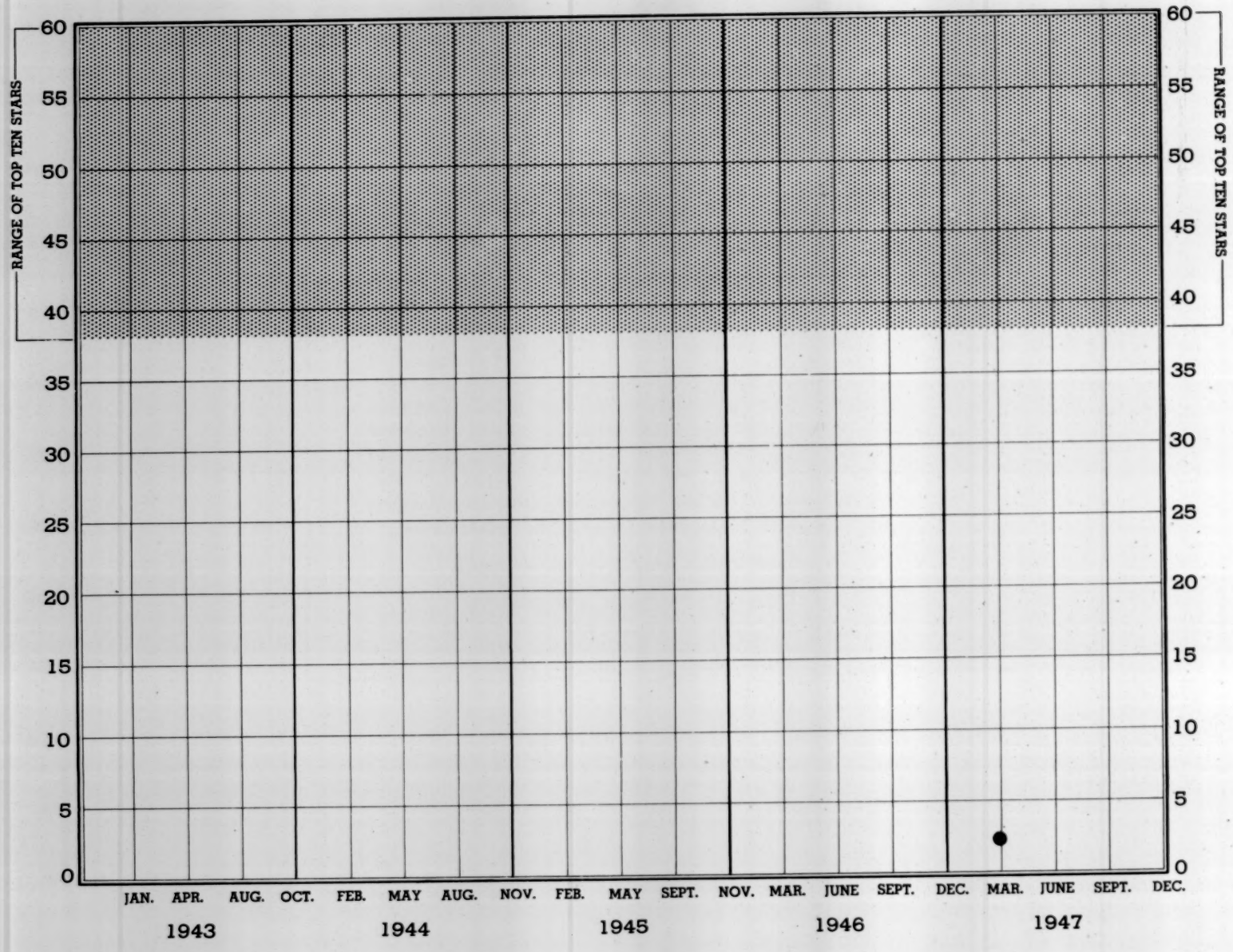
Hoagy CARMICHAEL

Joan CAULFIELD



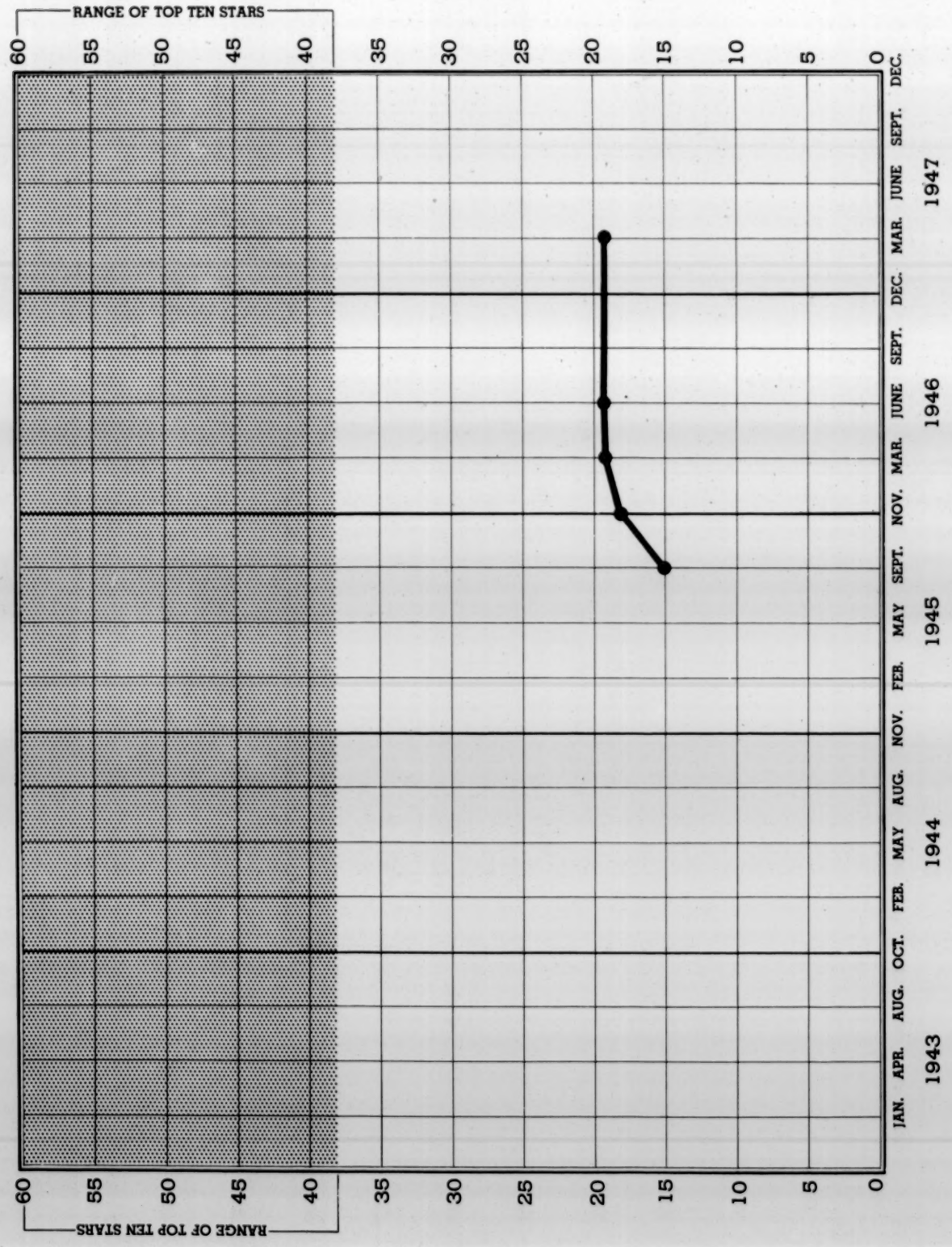


Marguerite CHAPMAN



Maurice CHEVALIER

Dane CLARK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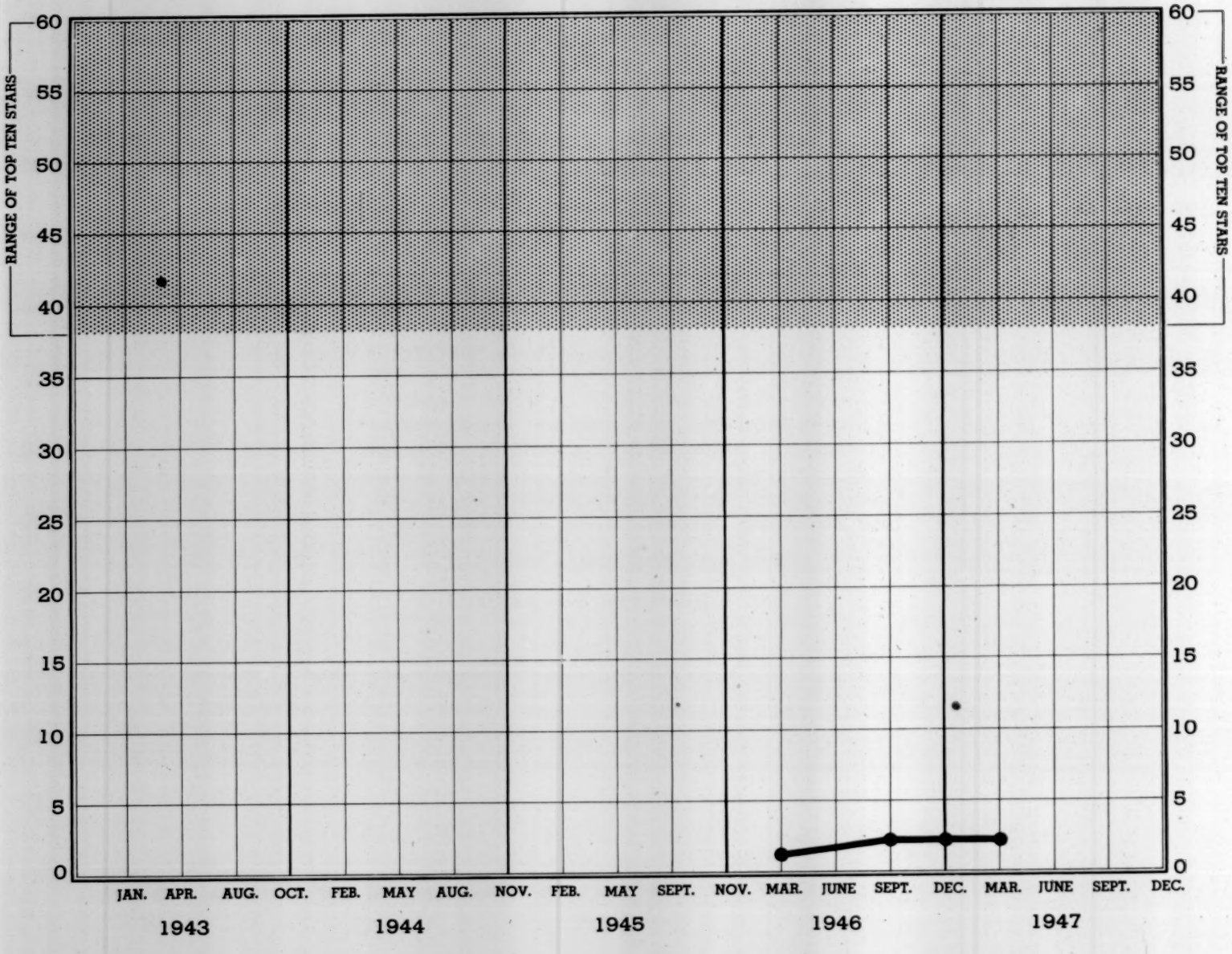
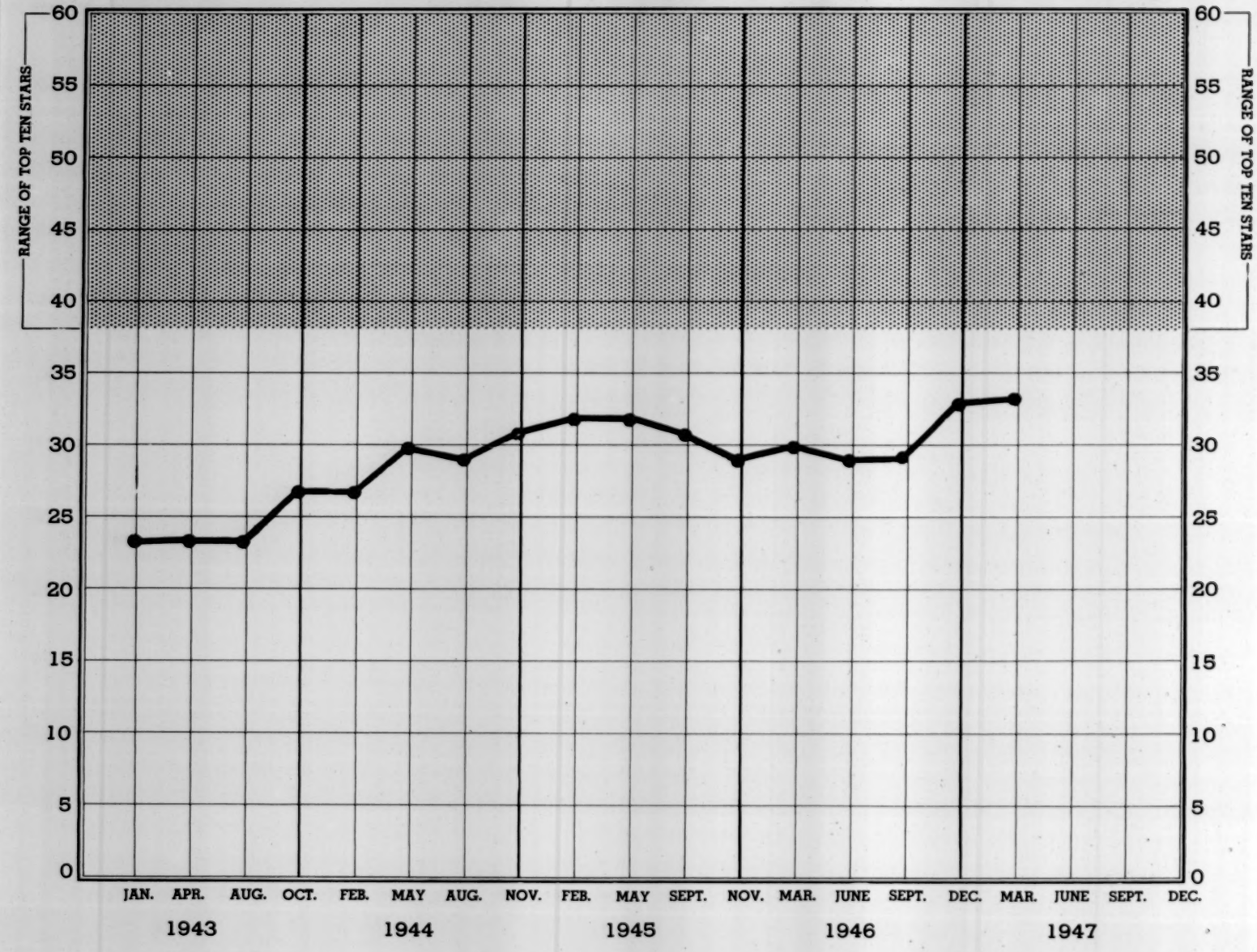
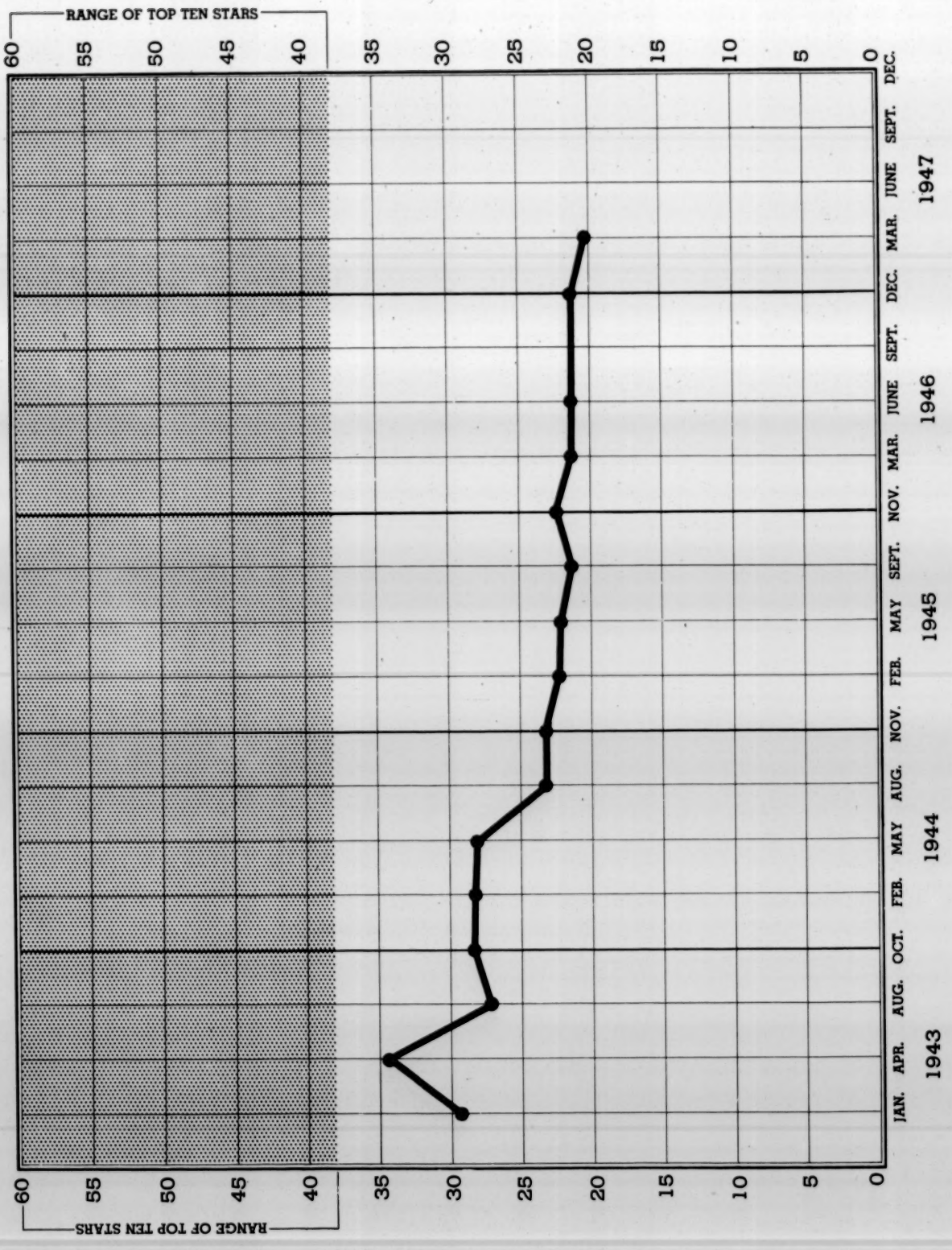


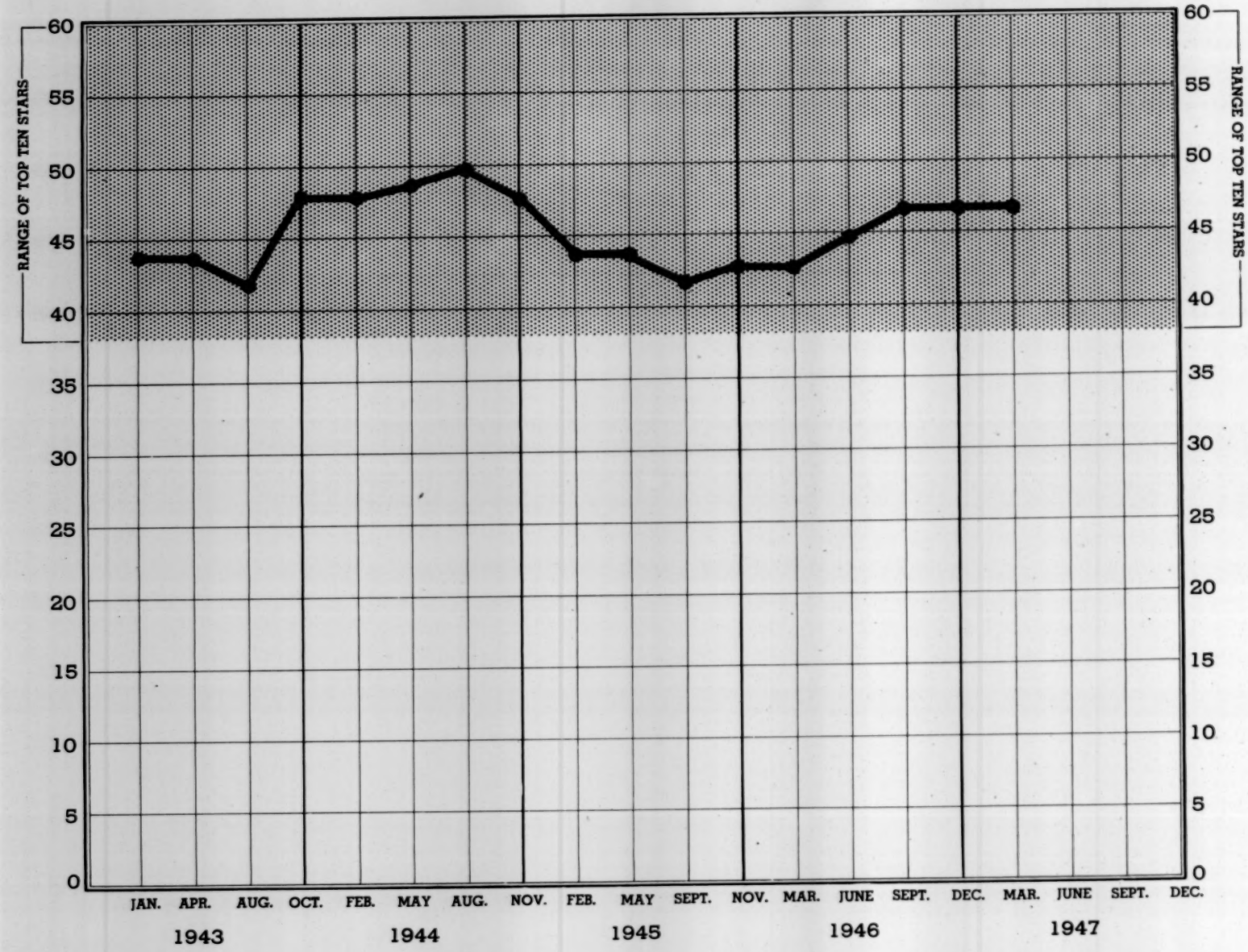
Steve COCHRAN



Claudette COLBERT

Ronald COLMAN

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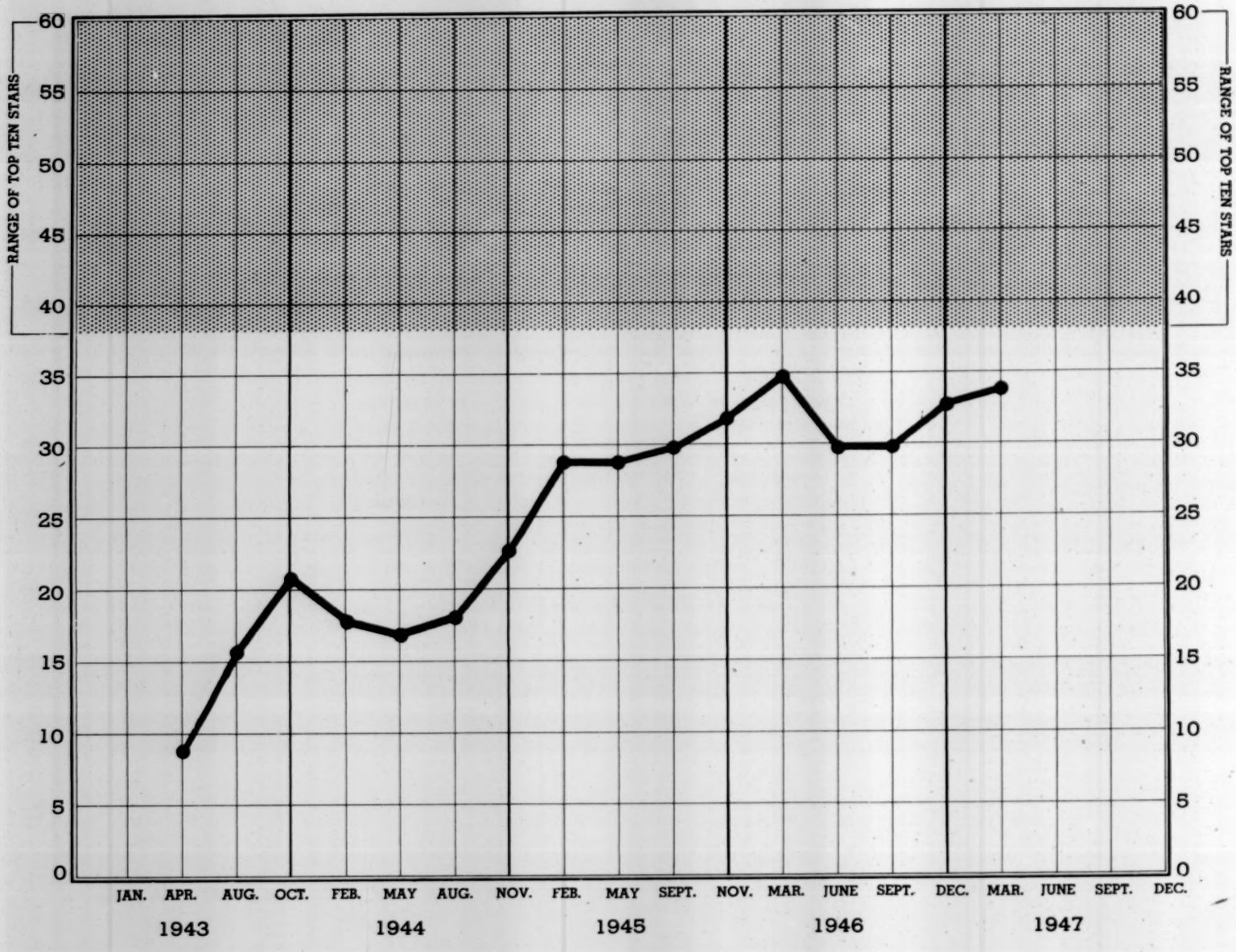
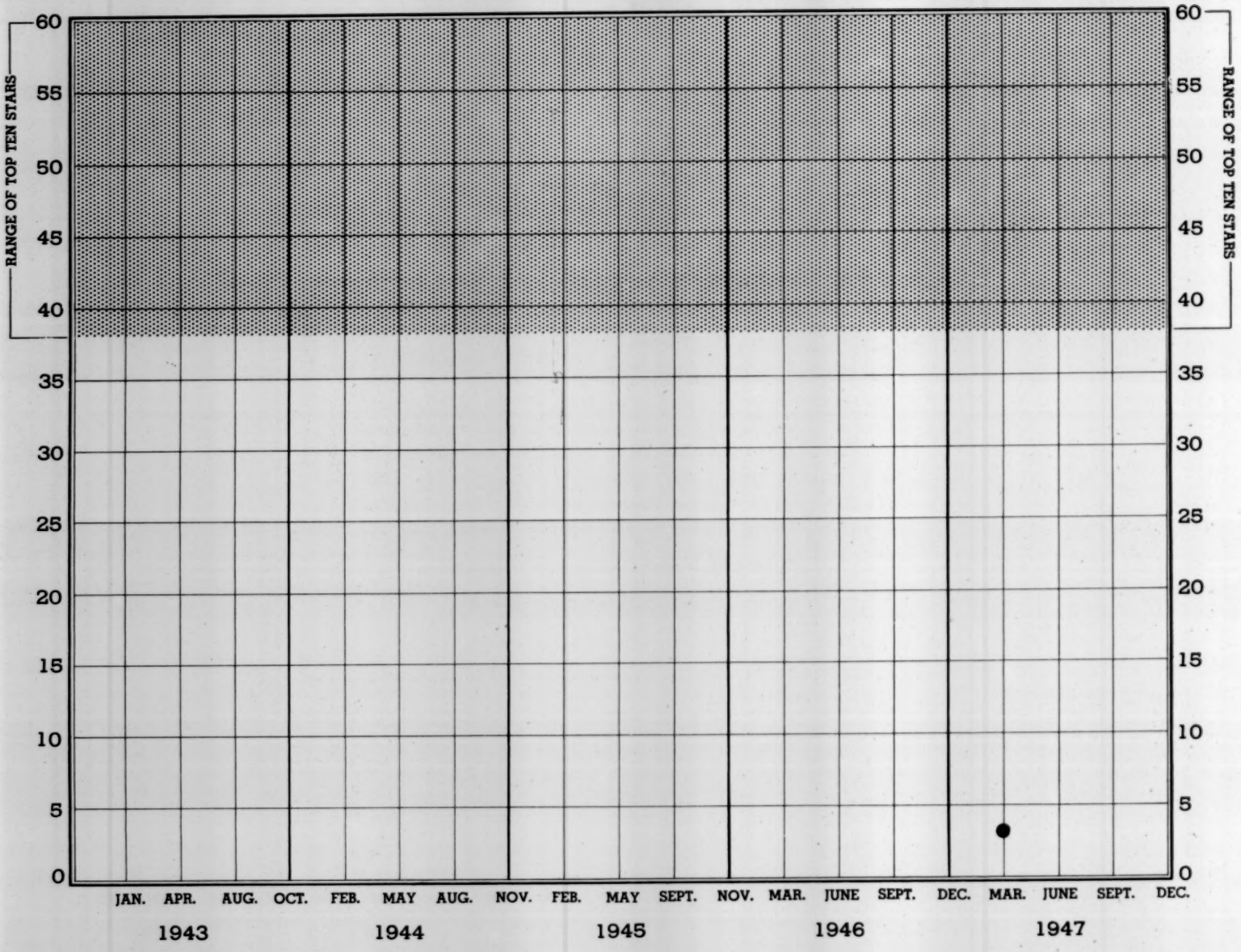
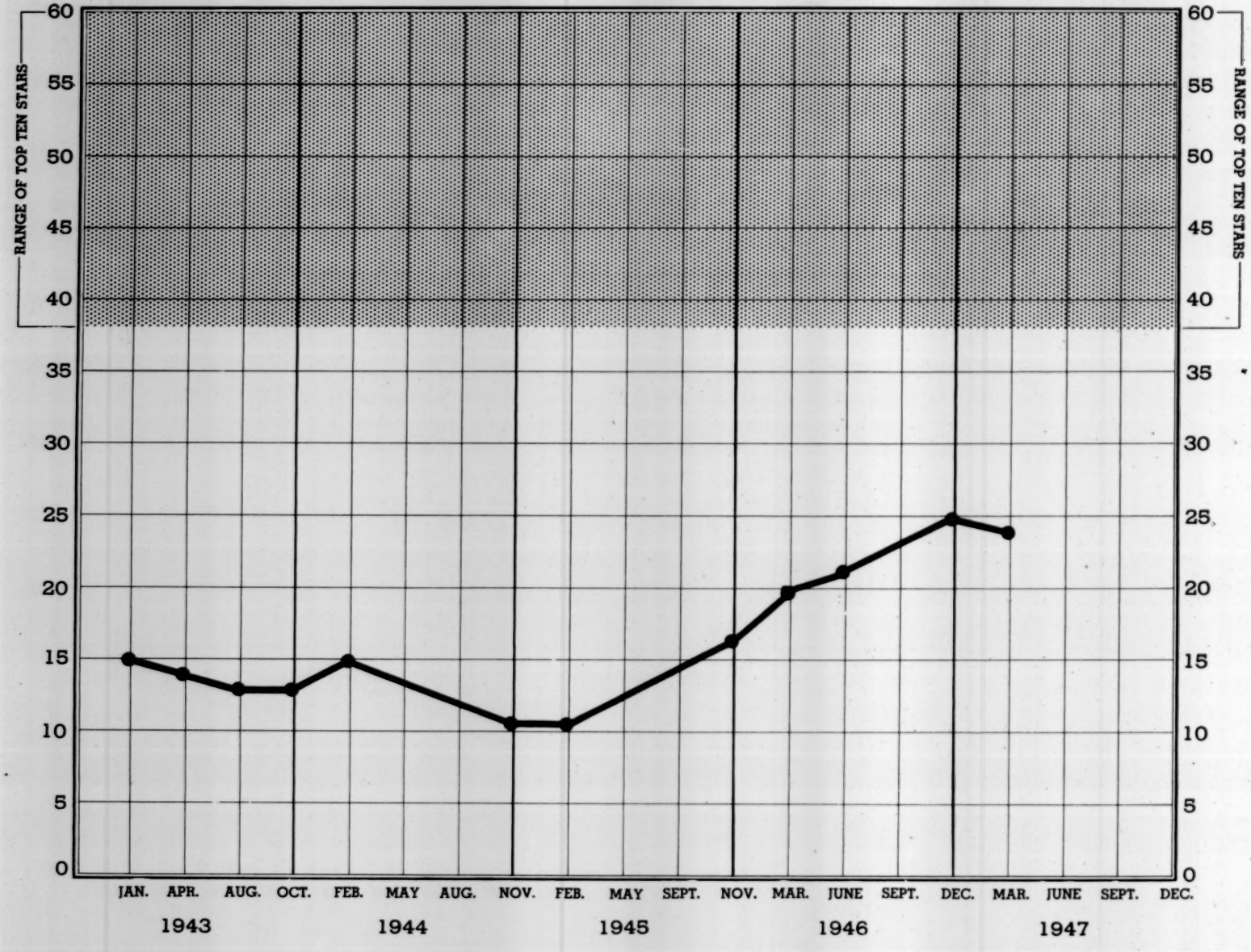
Gary COOPER



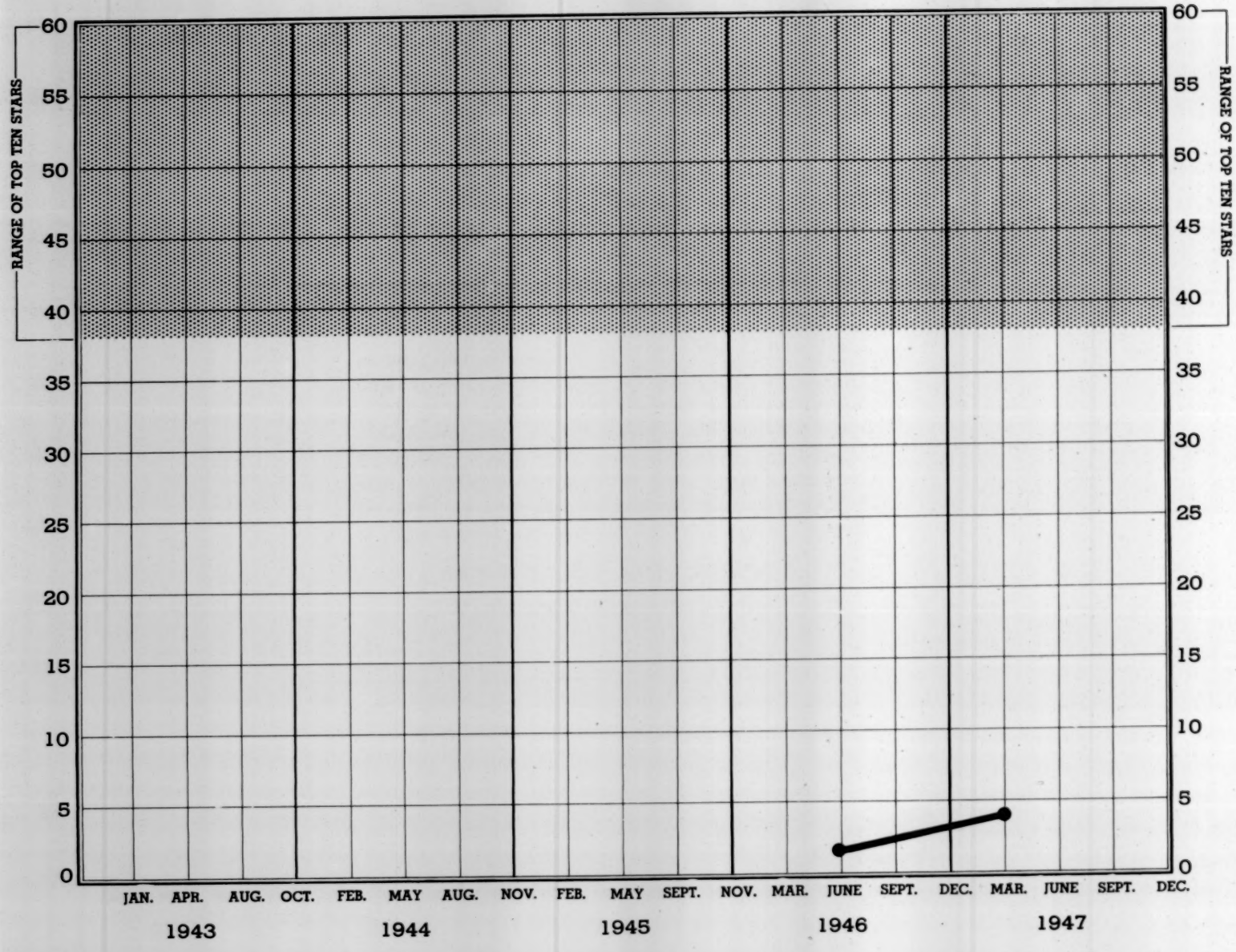
Joseph COTTEN



Jerome COURTLAND



Joan CRAWFORD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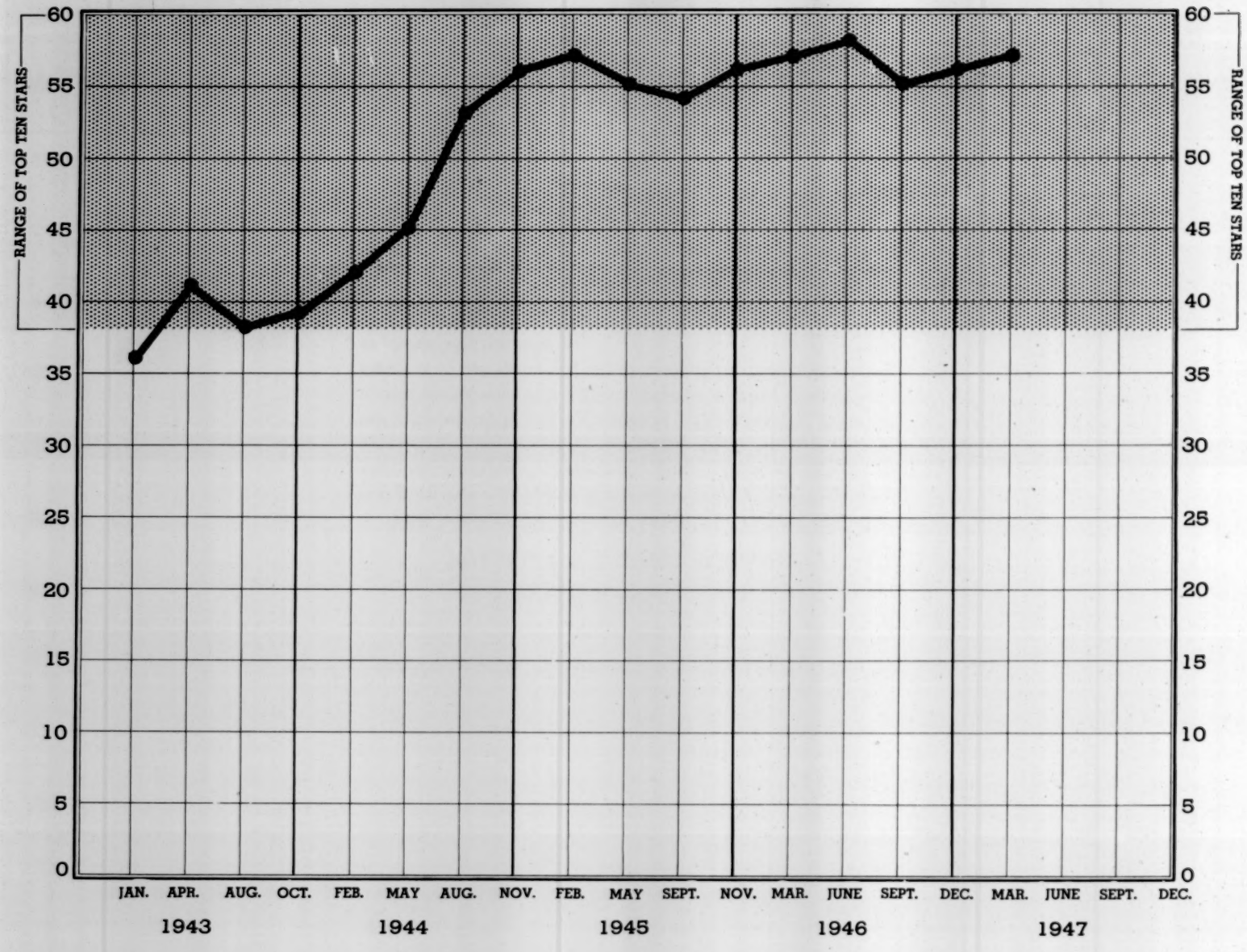
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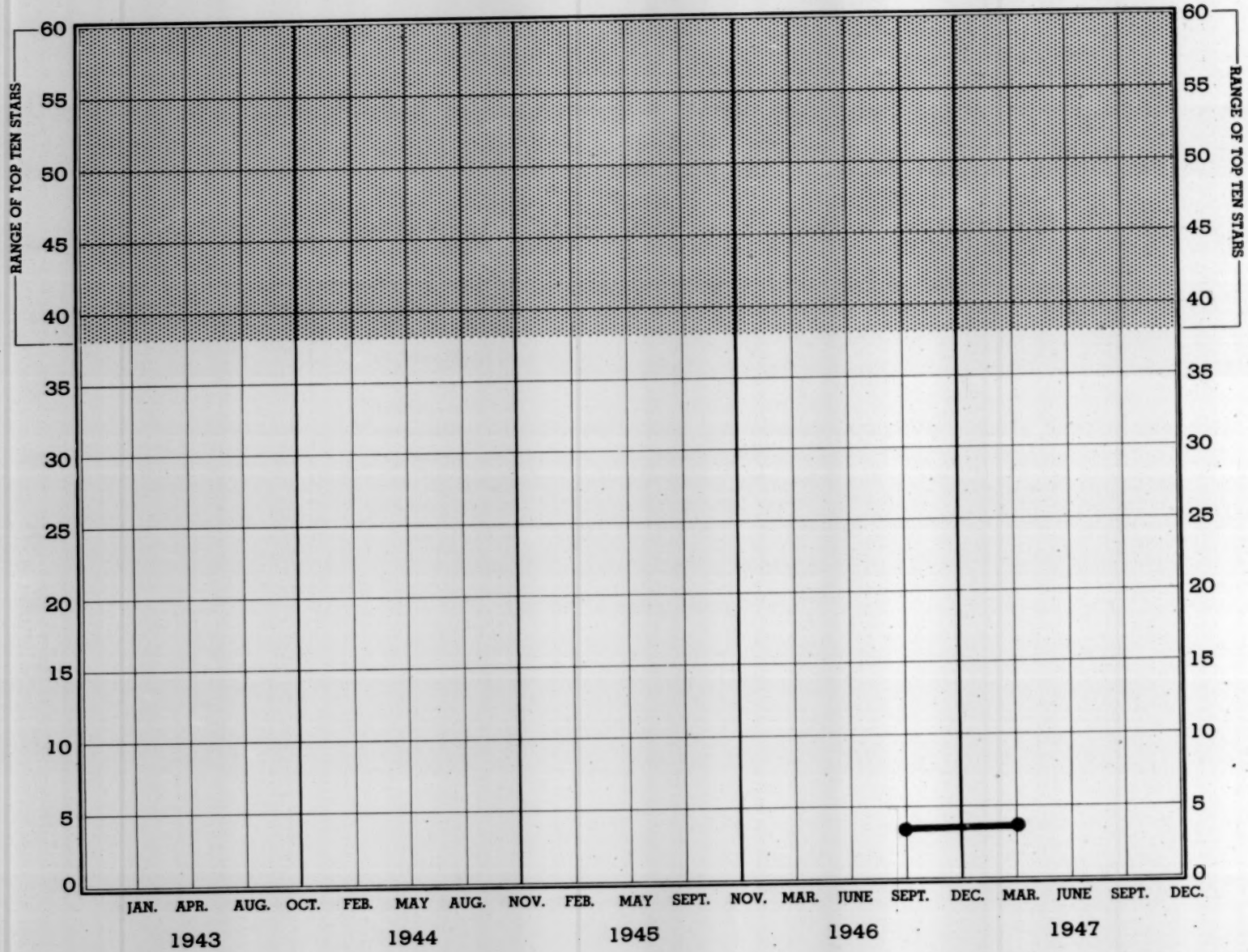
Bing CROSBY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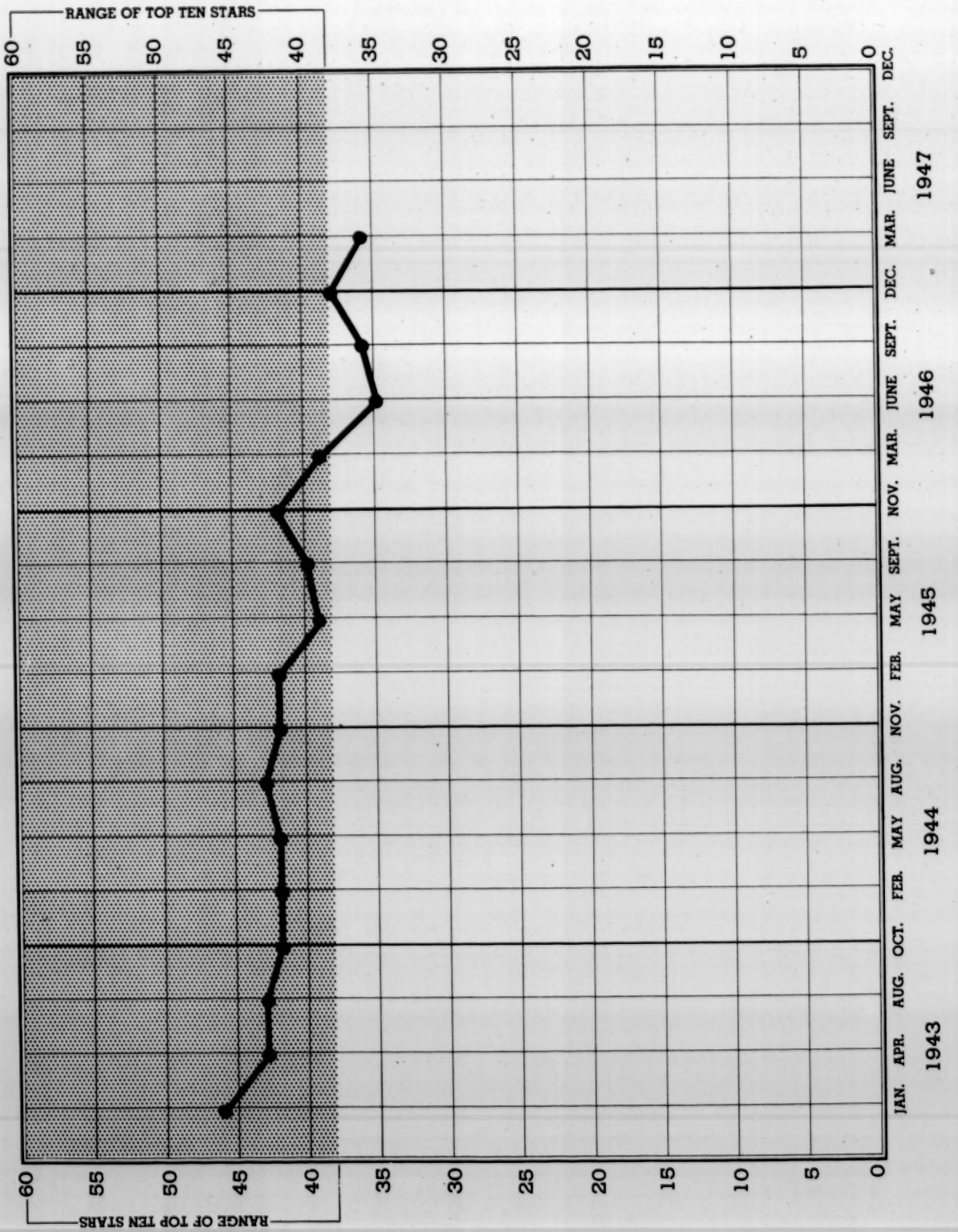
John DALL

Bette DAVIS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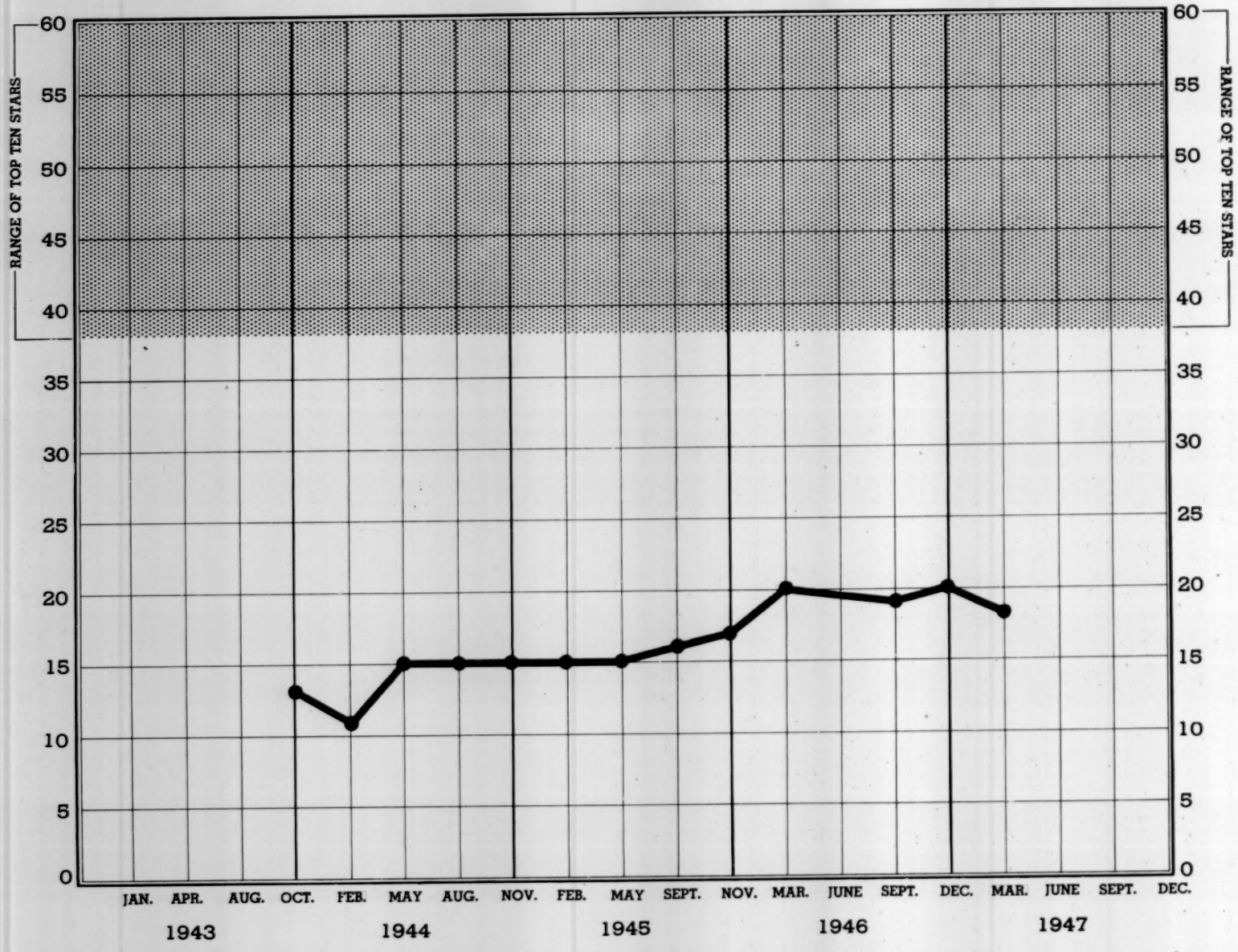
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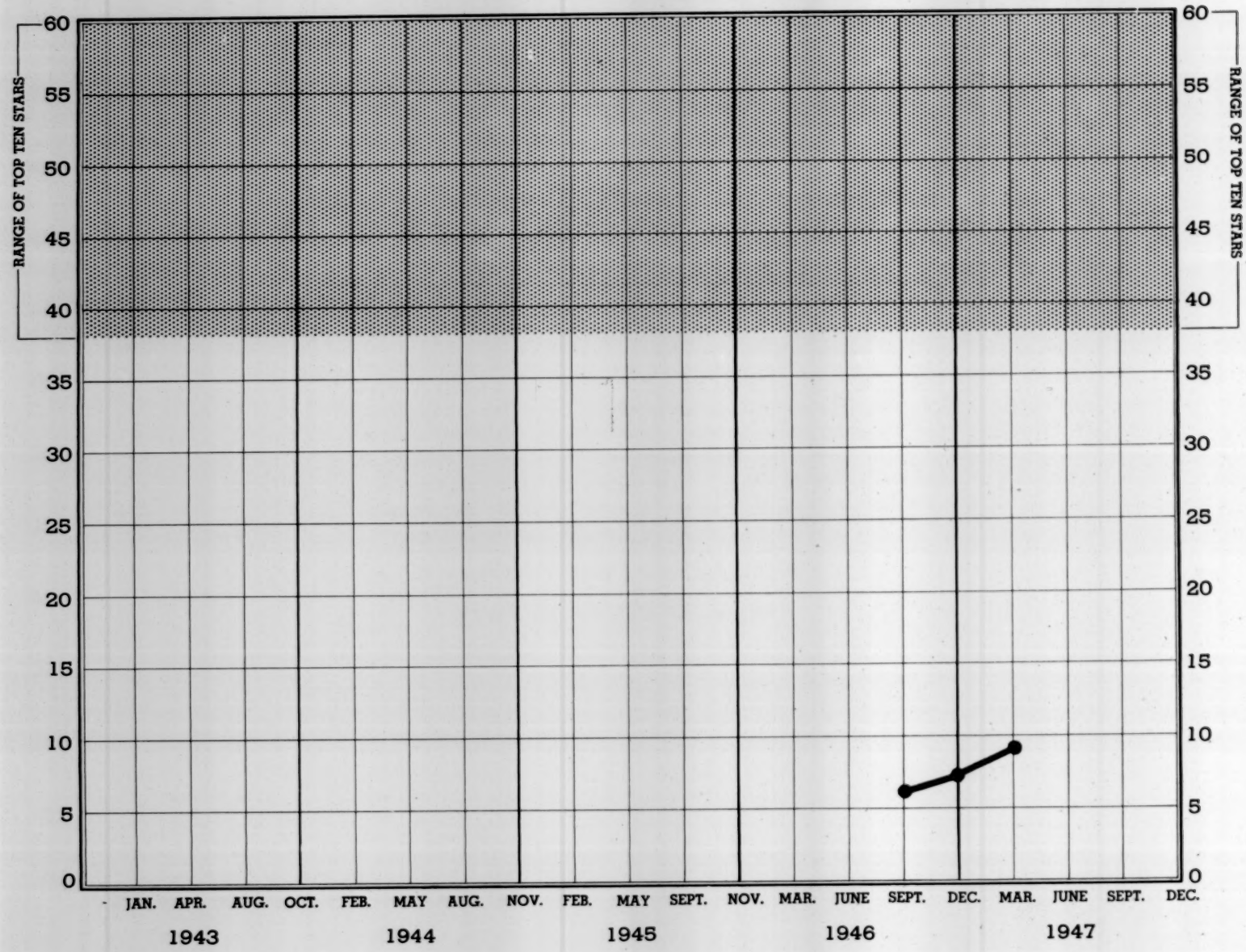
Joan DAVIS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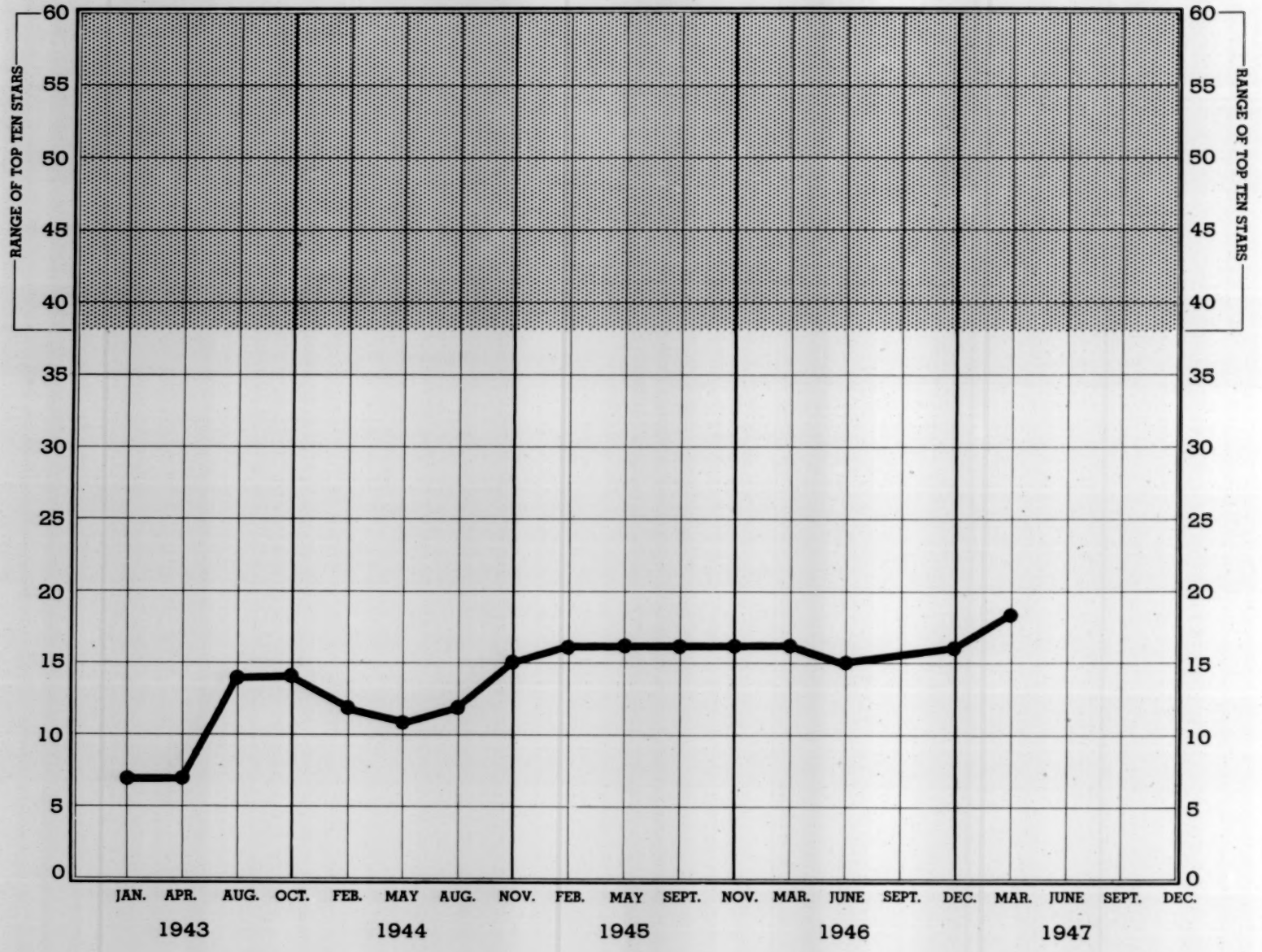
Dennis DAY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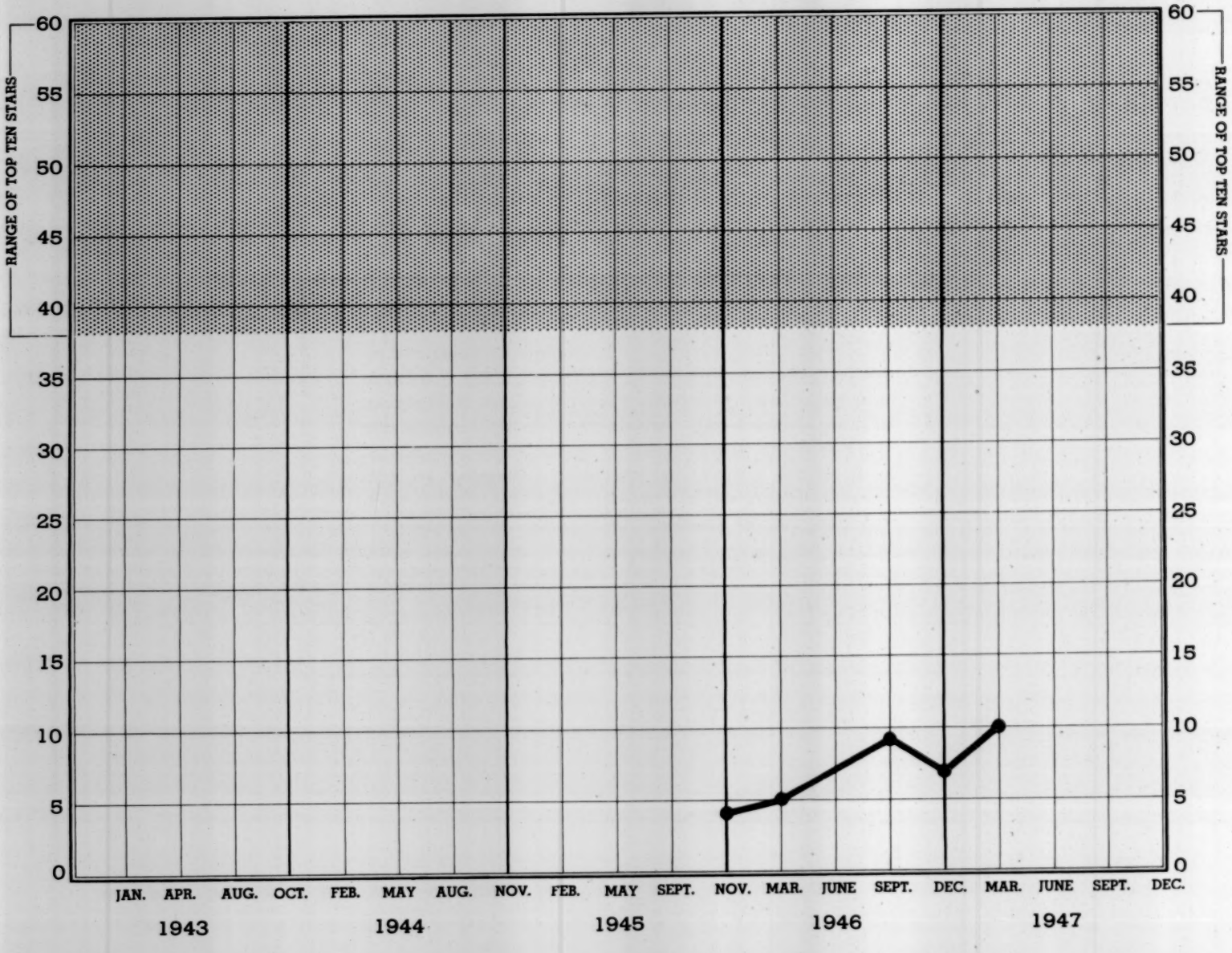
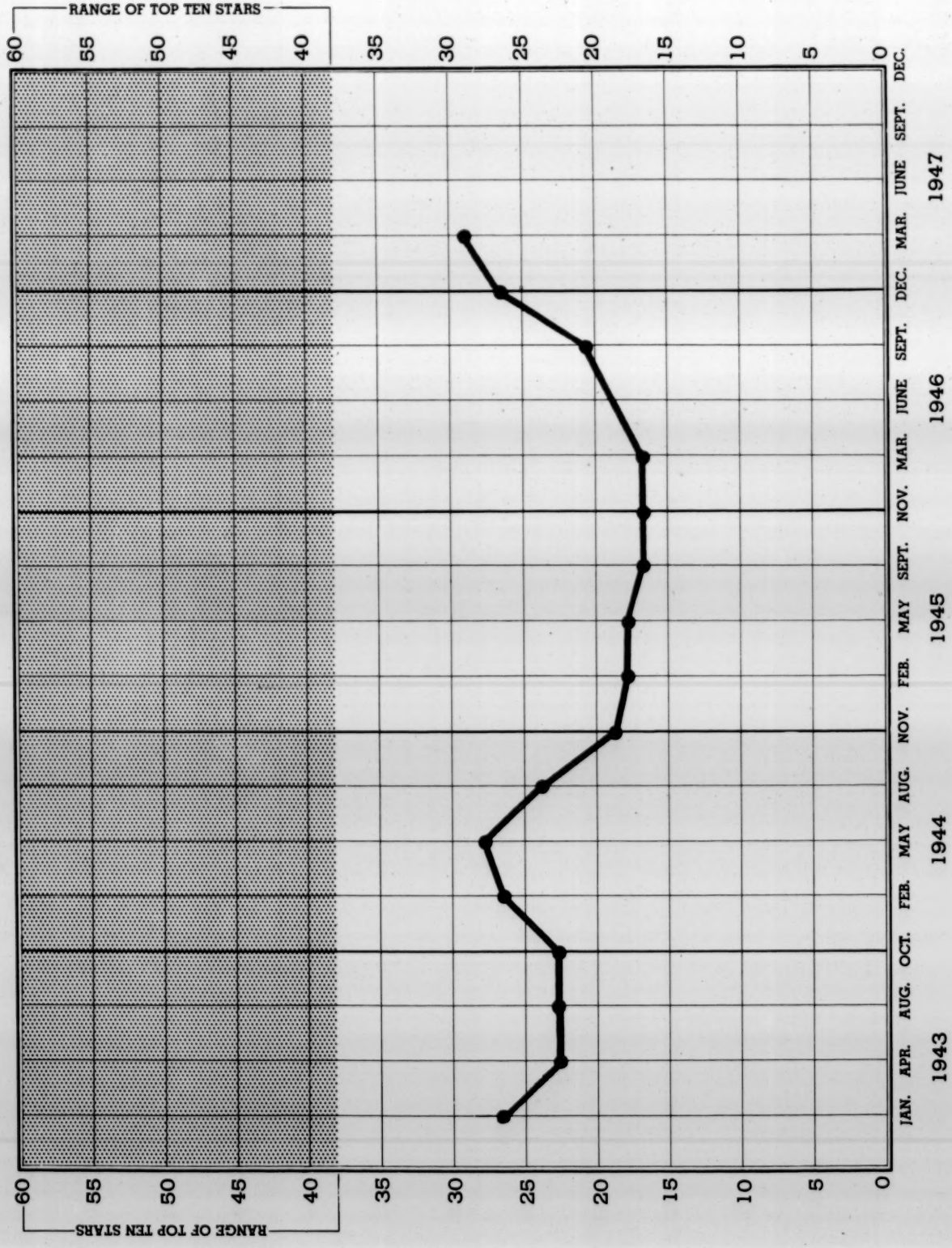
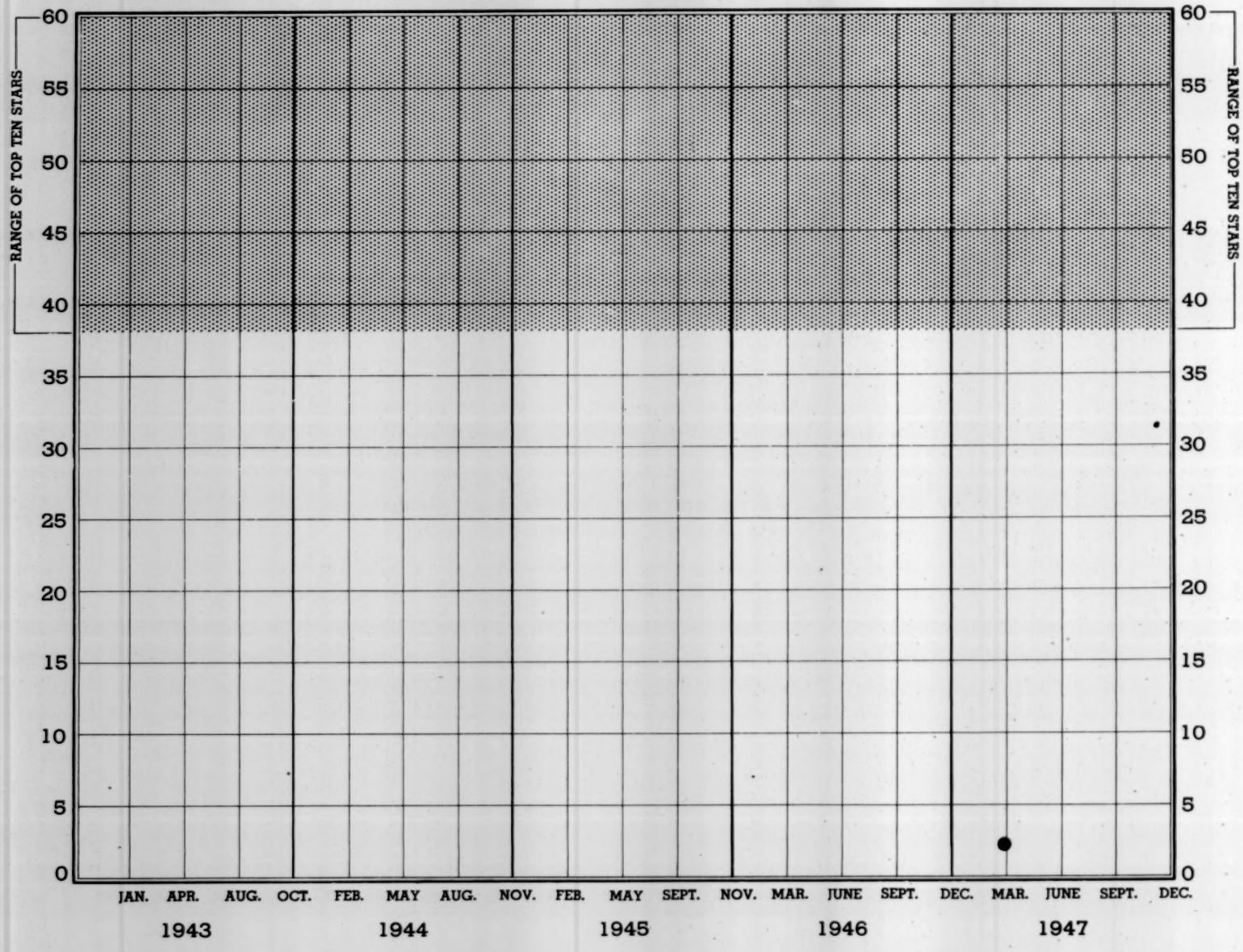


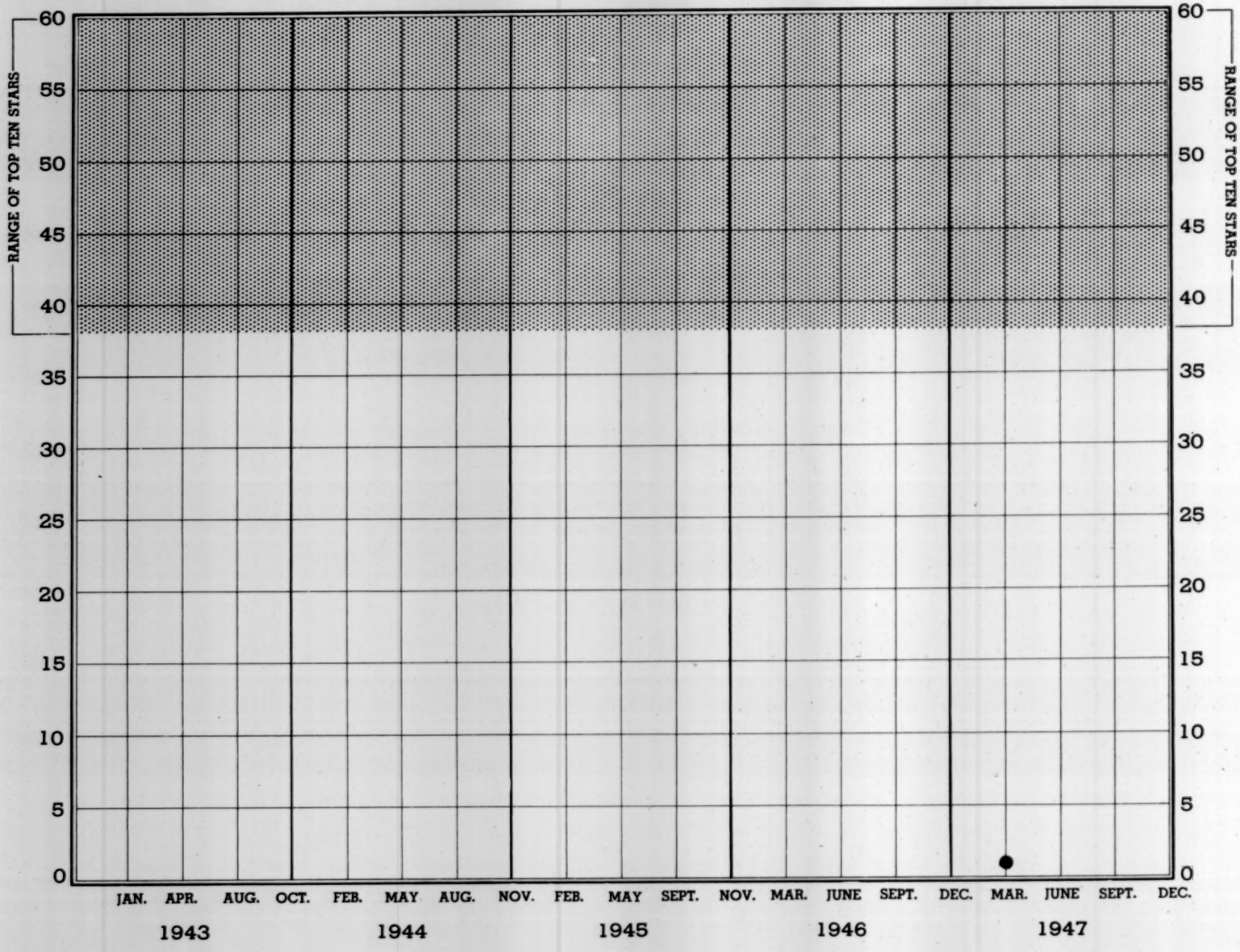
Yvonne DE CARLO

Olivia DE HAVILLAND





Jeff DONNELL



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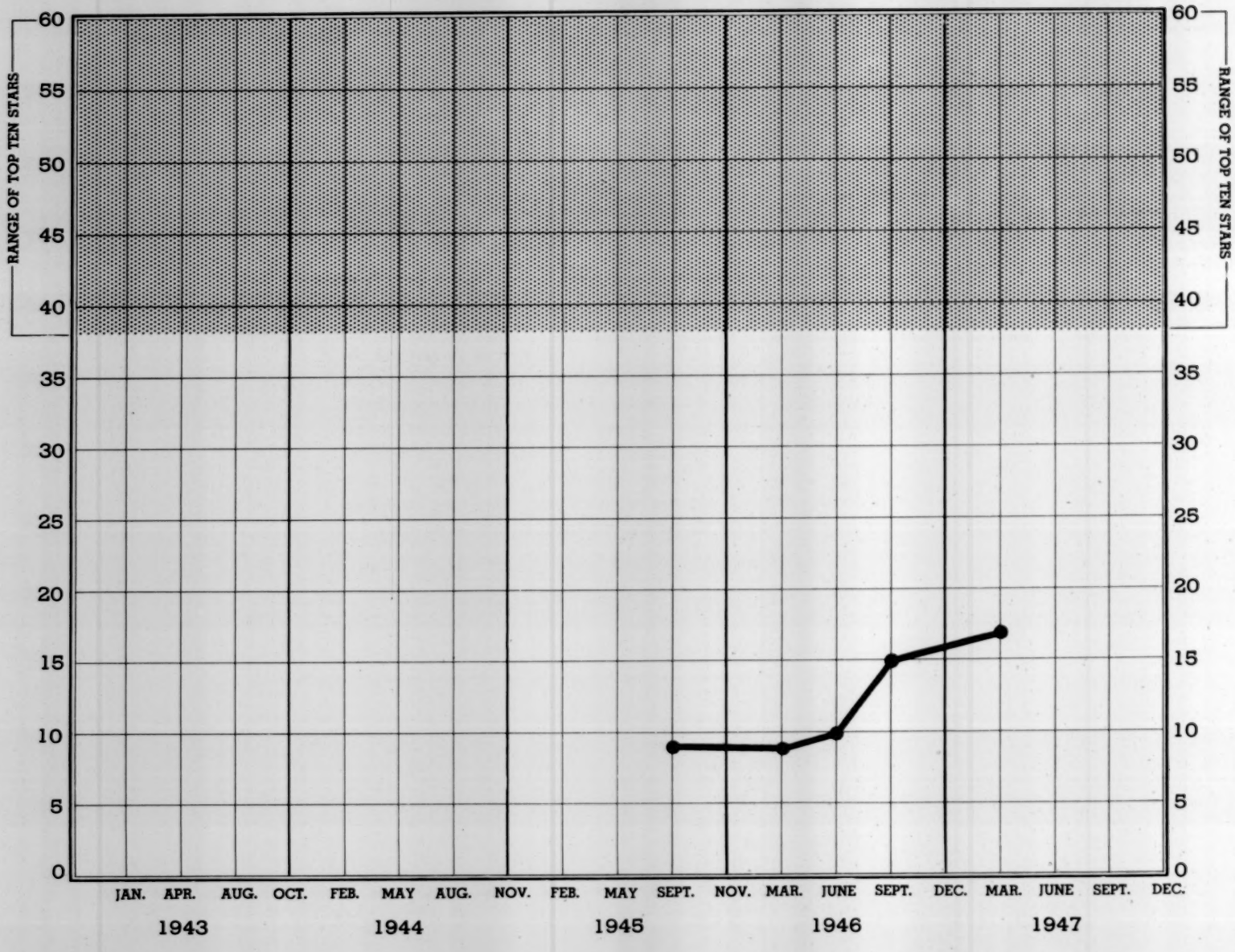
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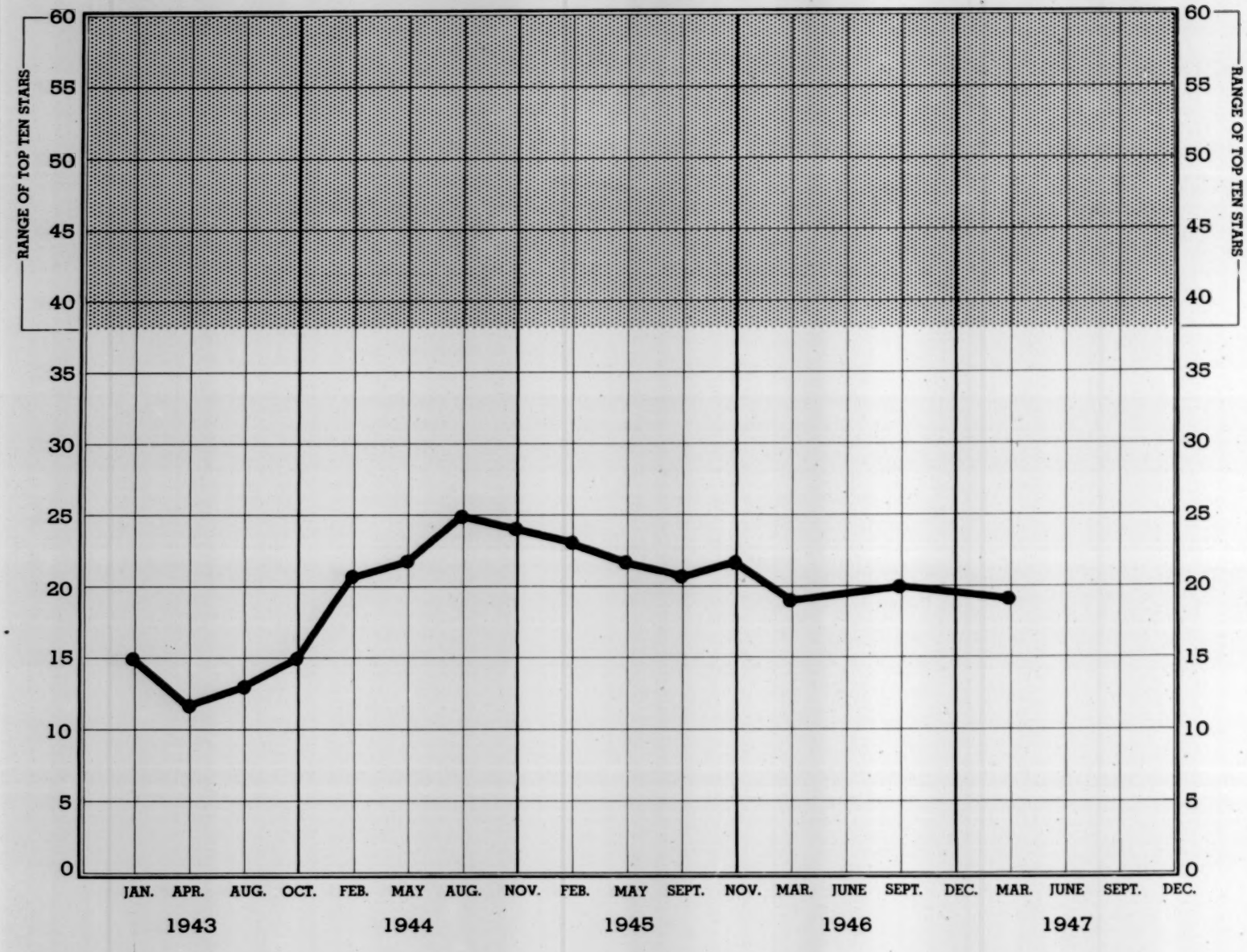
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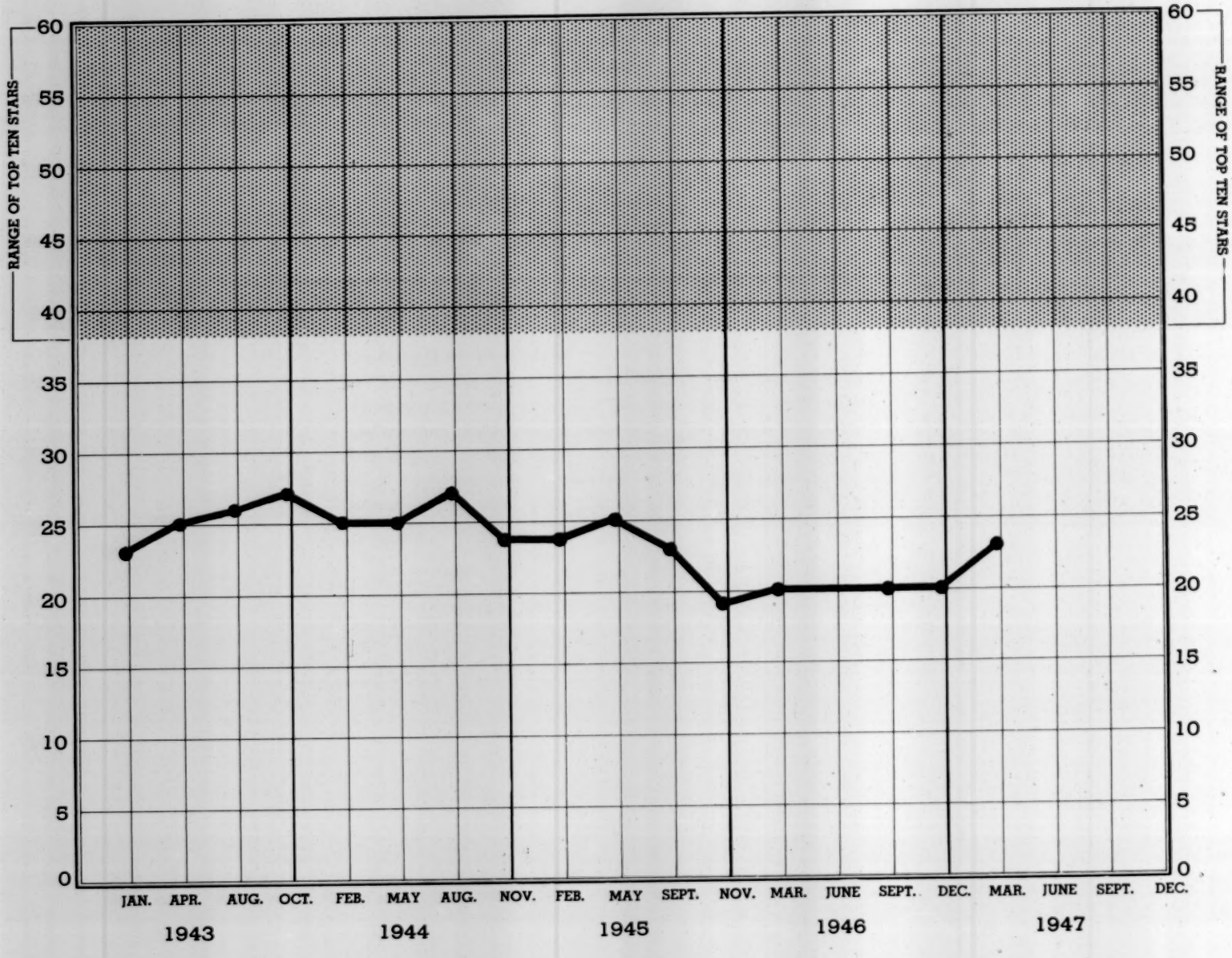
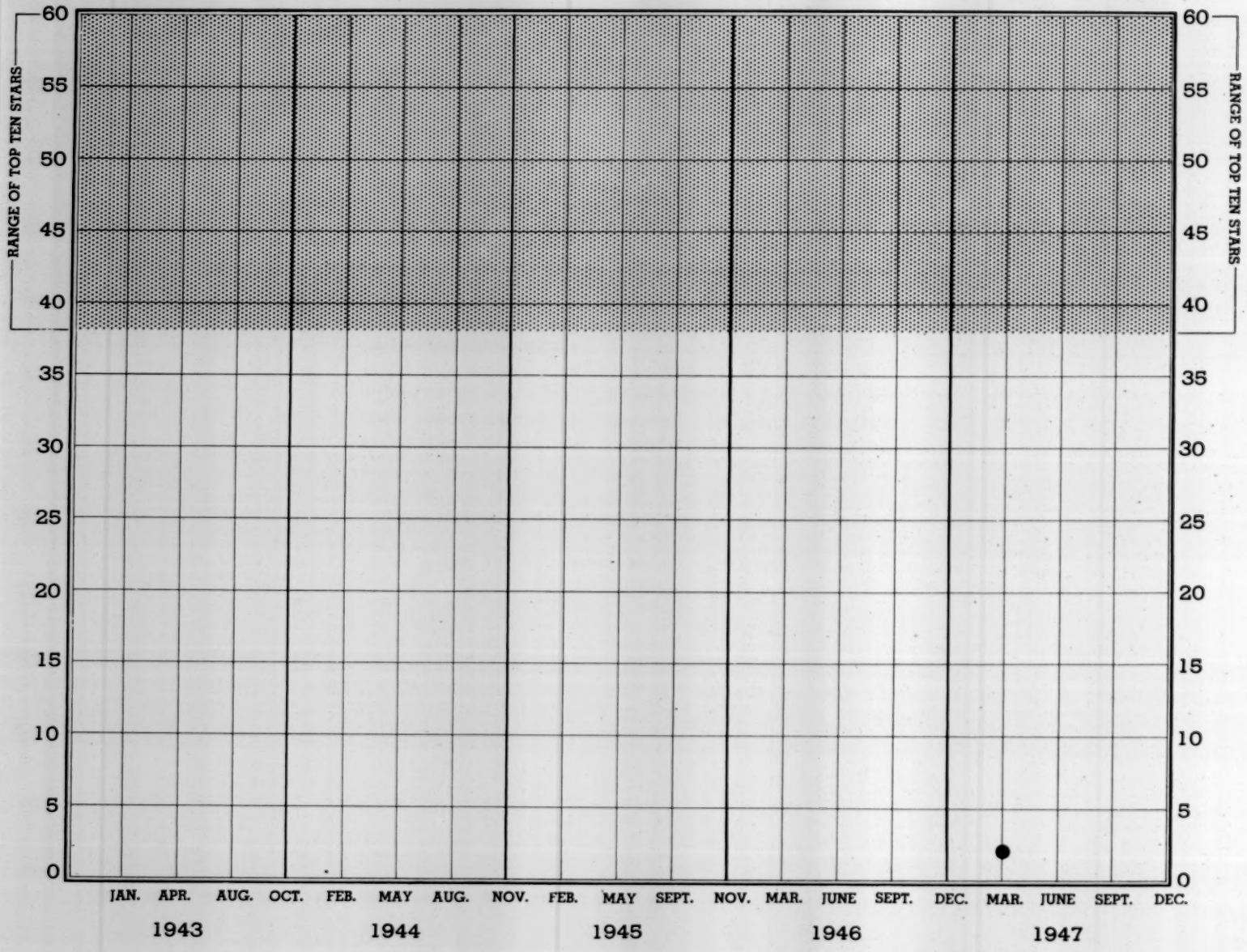
Irene DUNNE



Deanna DURBIN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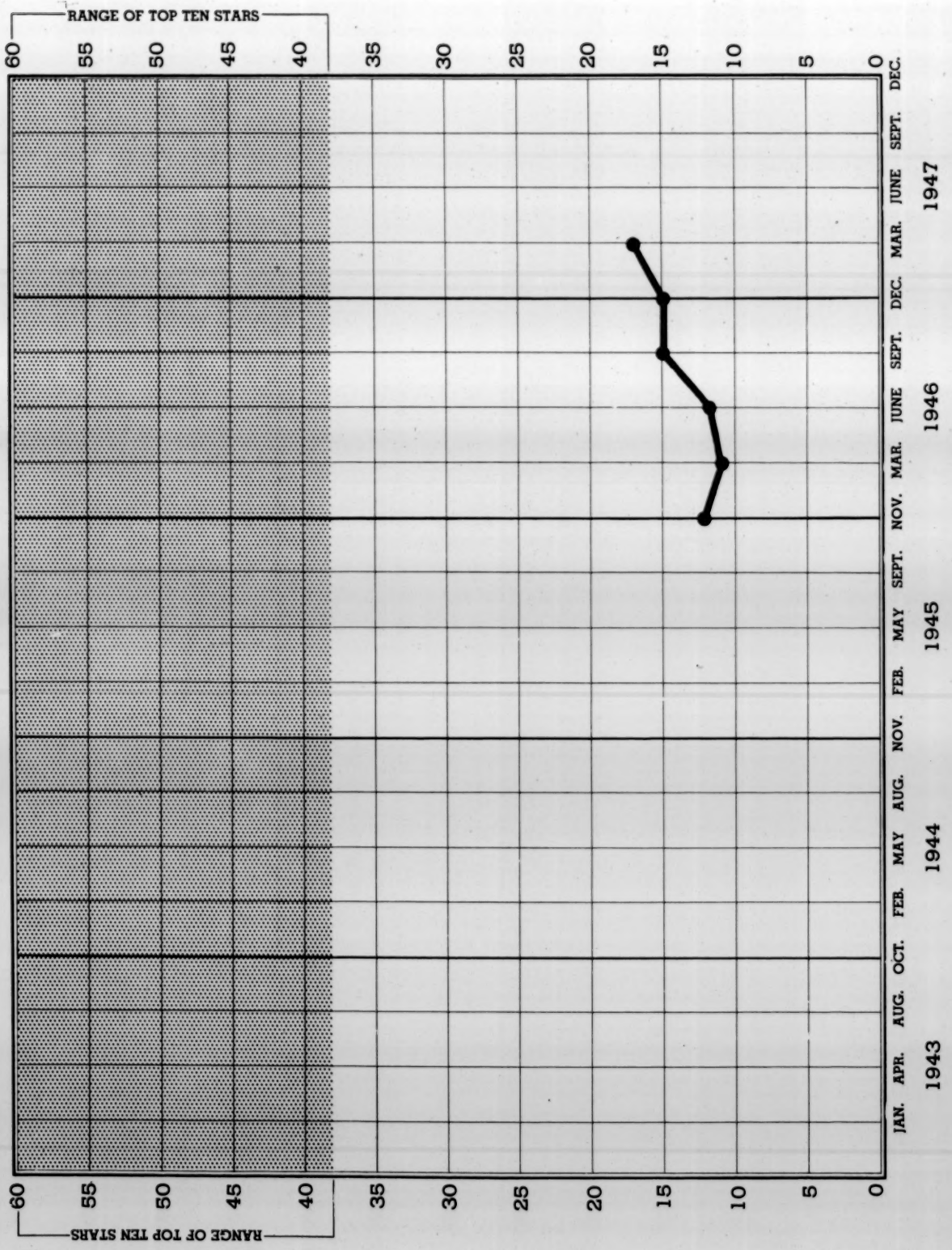
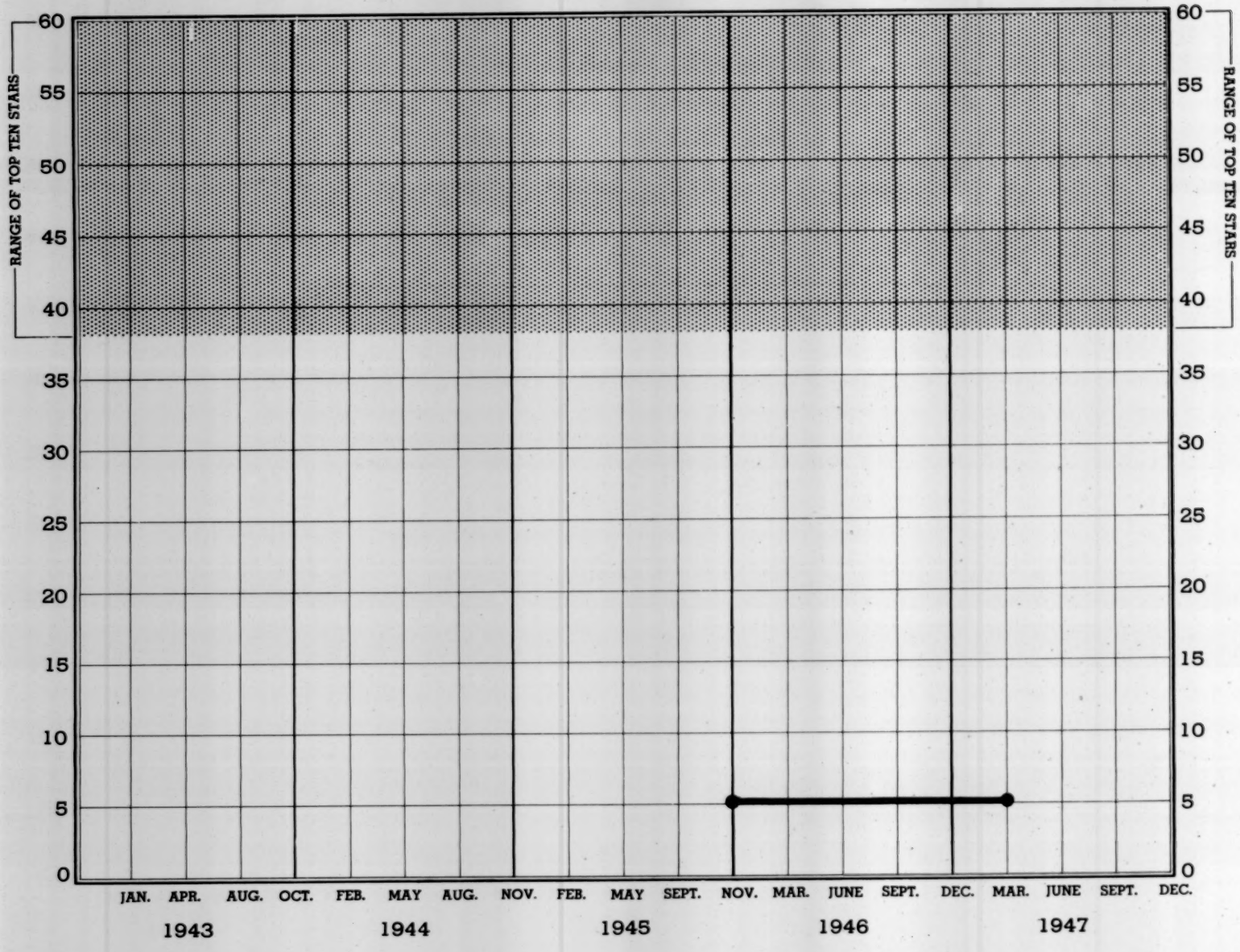
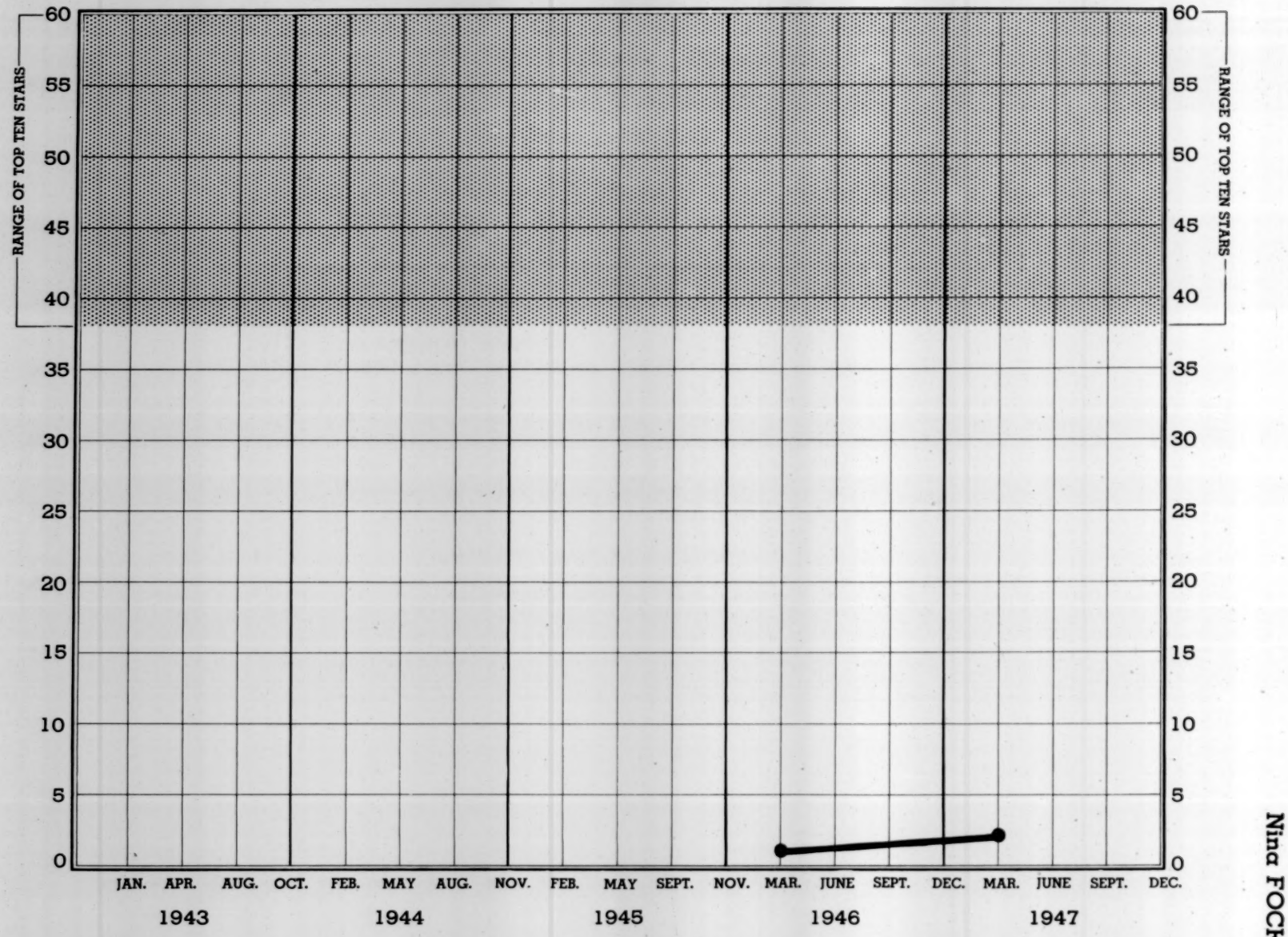
Ann DVORAK

Douglas FAIRBANKS, Jr.





Geraldine FITZGERALD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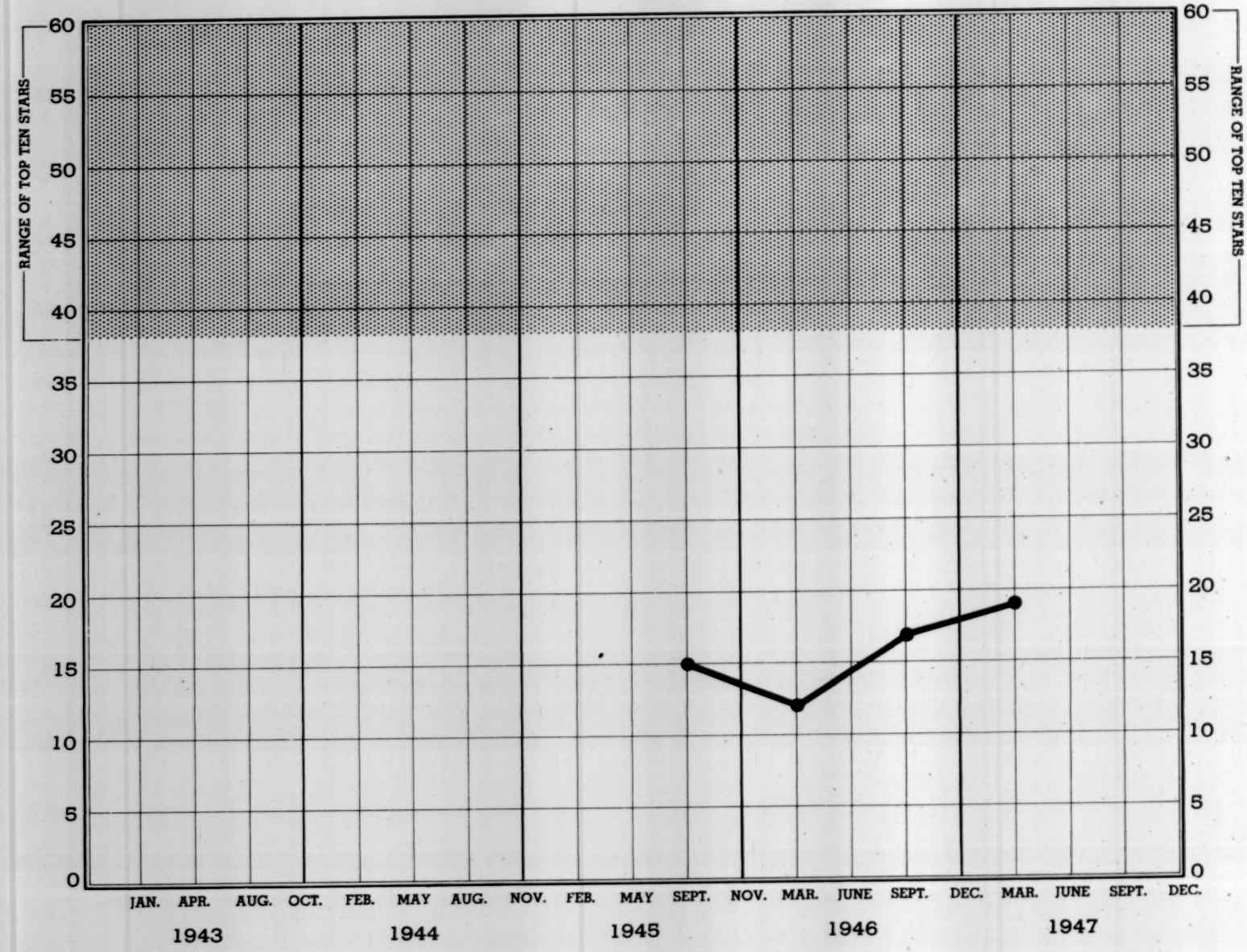
Nina FOCH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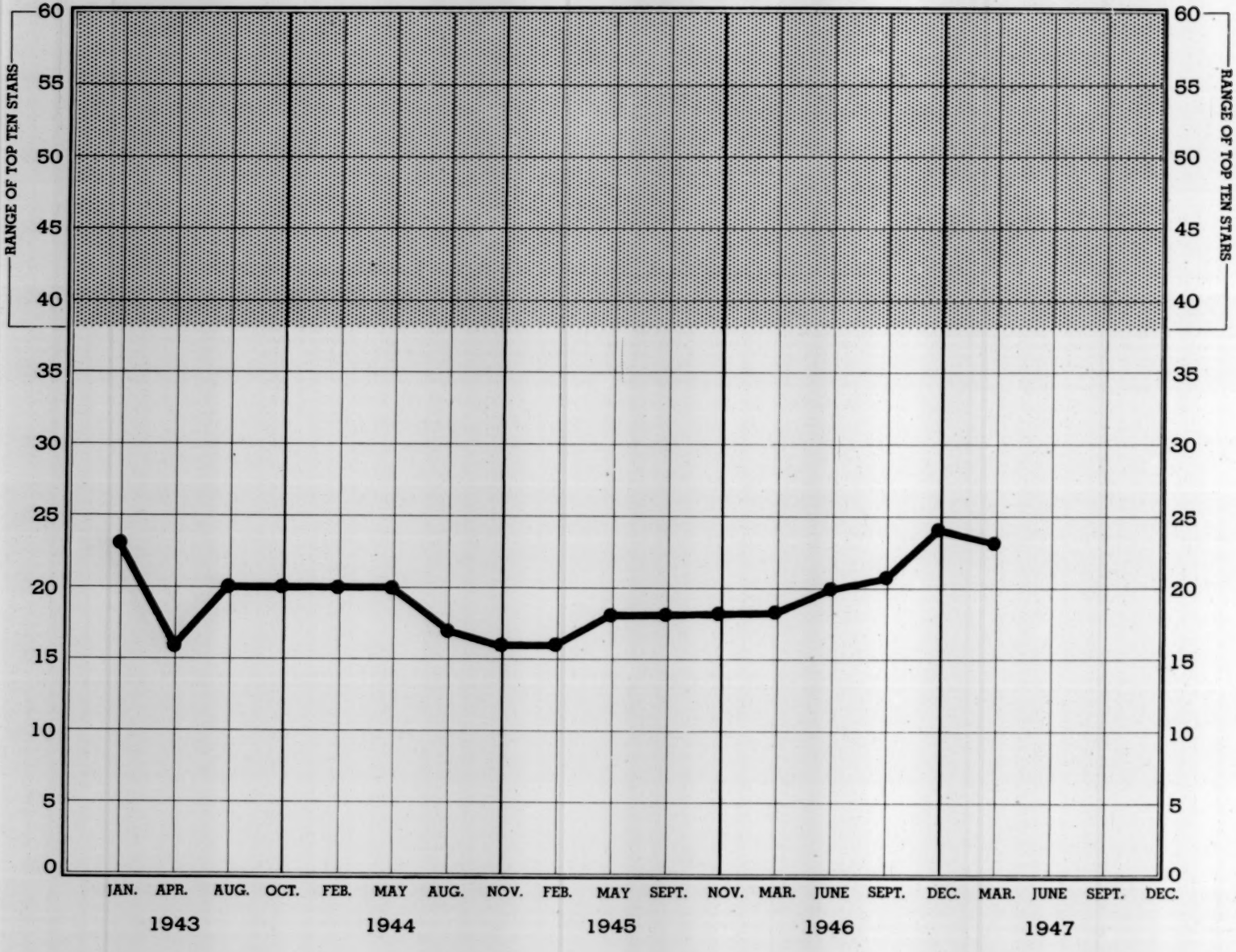
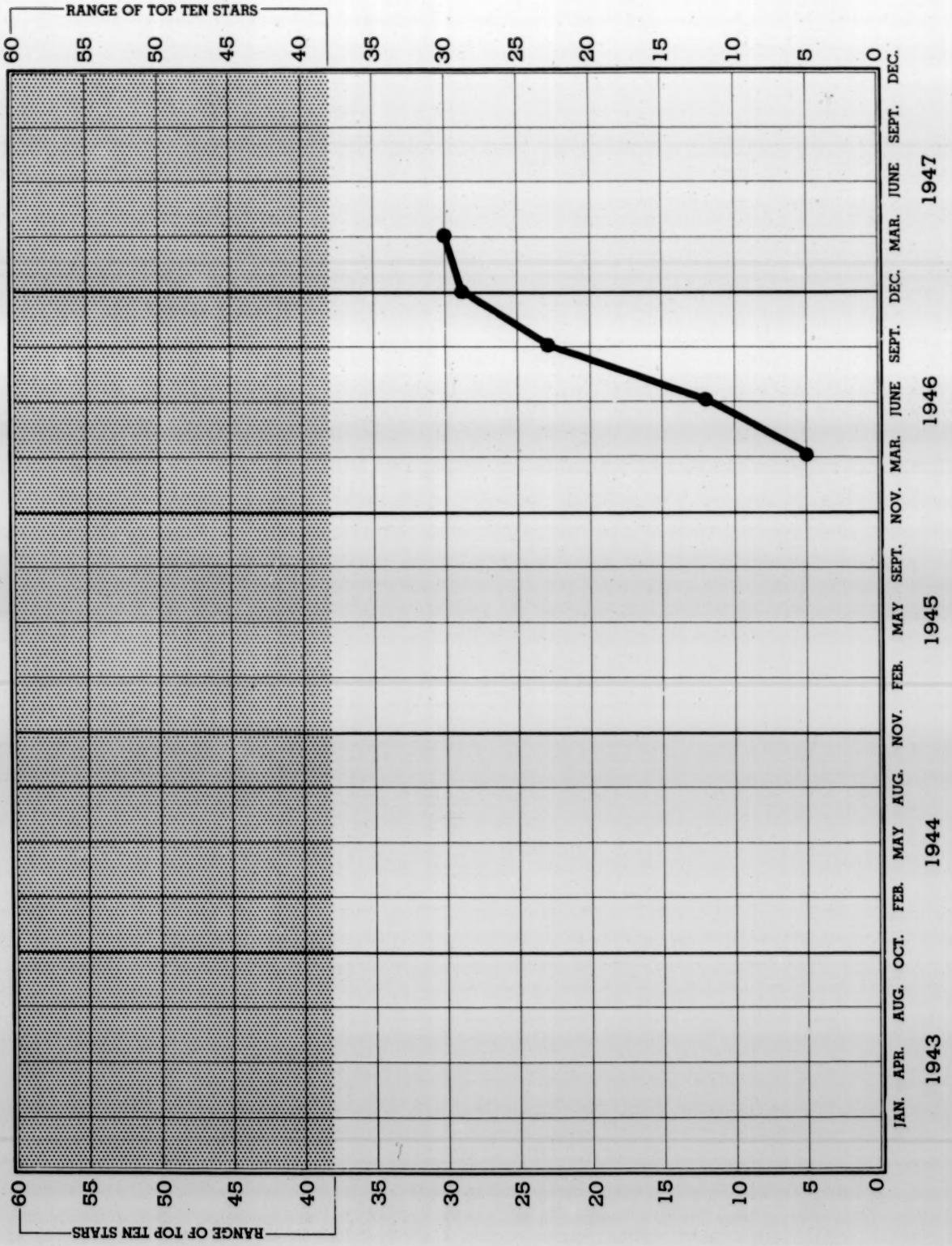
Henry FONDA



Joan FONTAINE

Glenn FORD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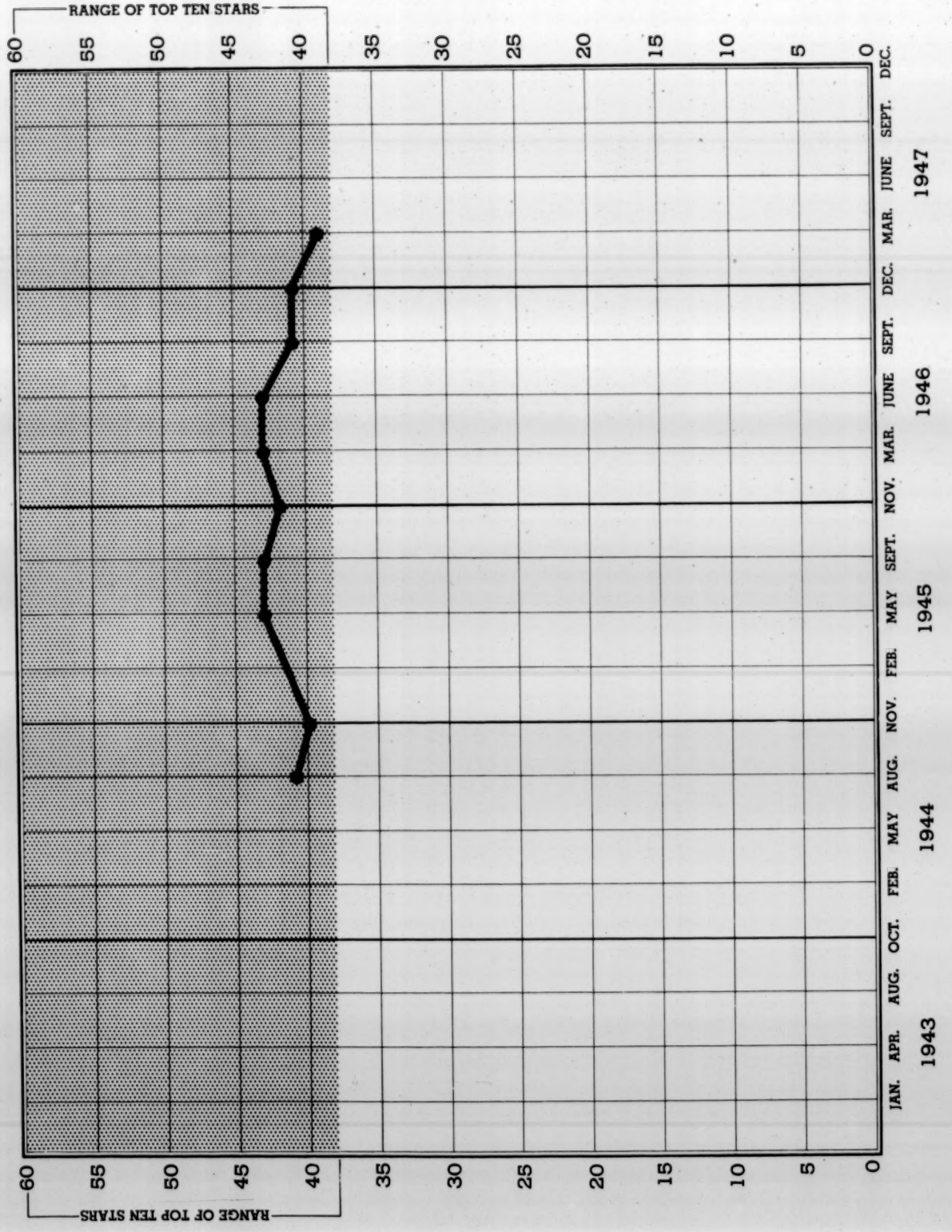
Clark GABLE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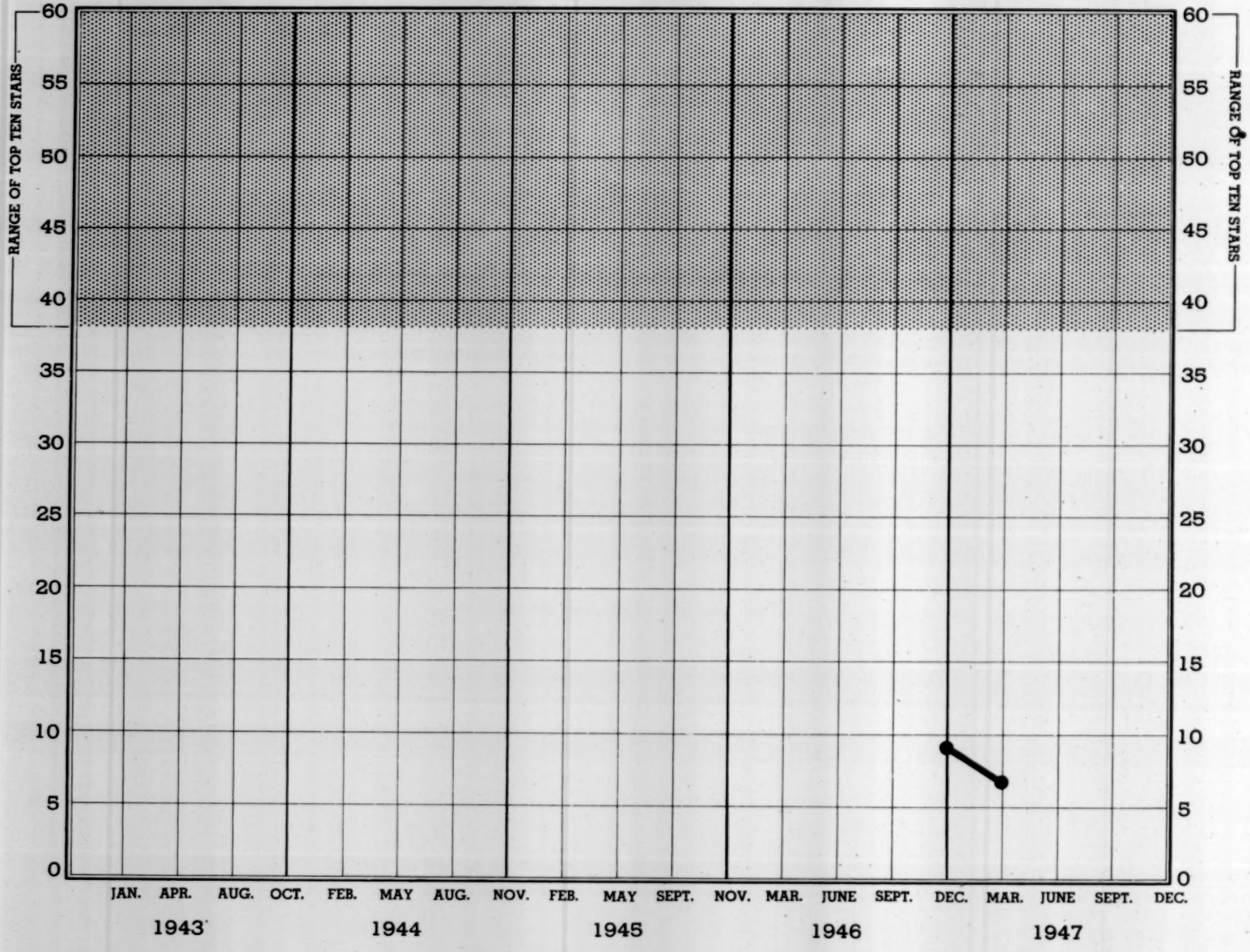
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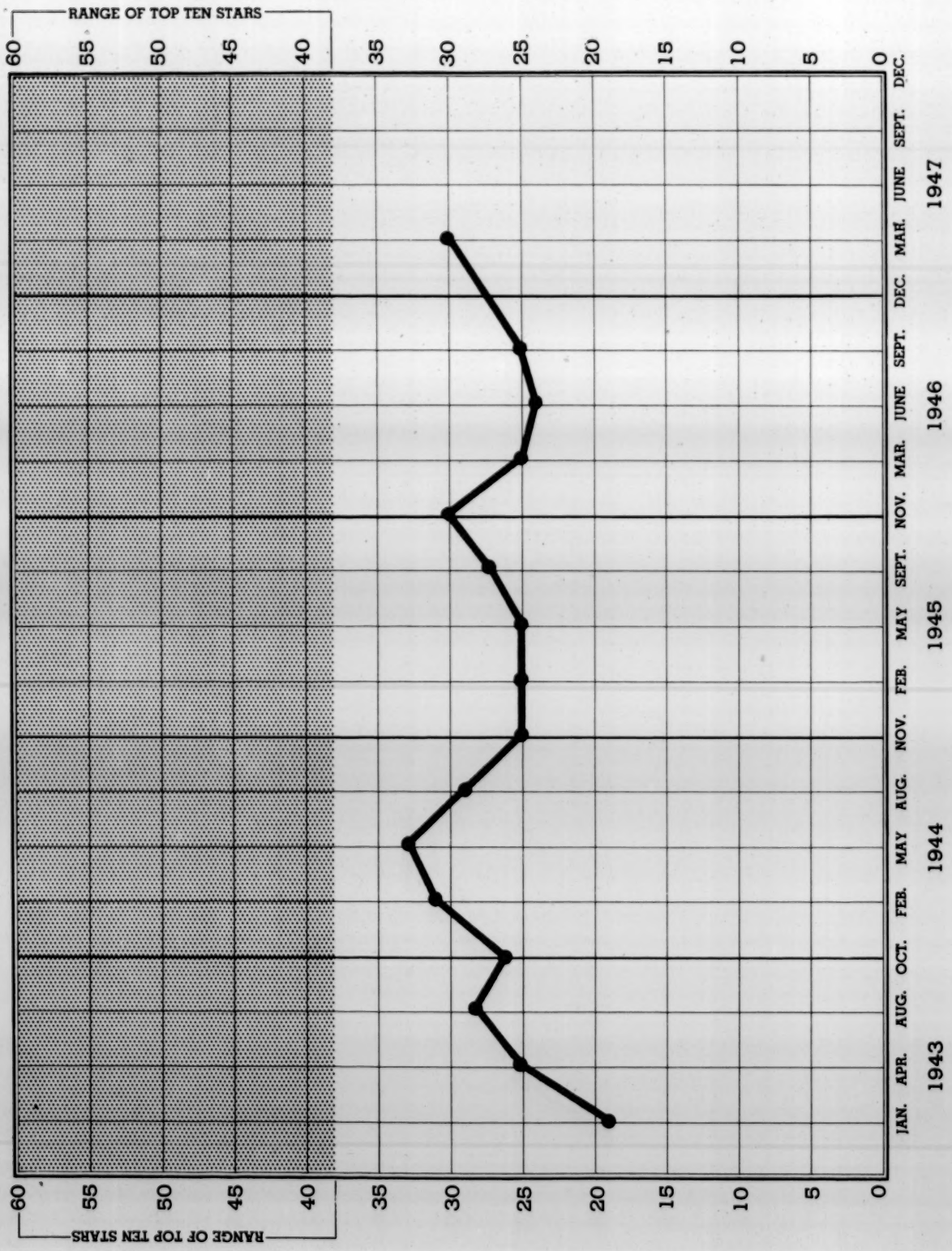
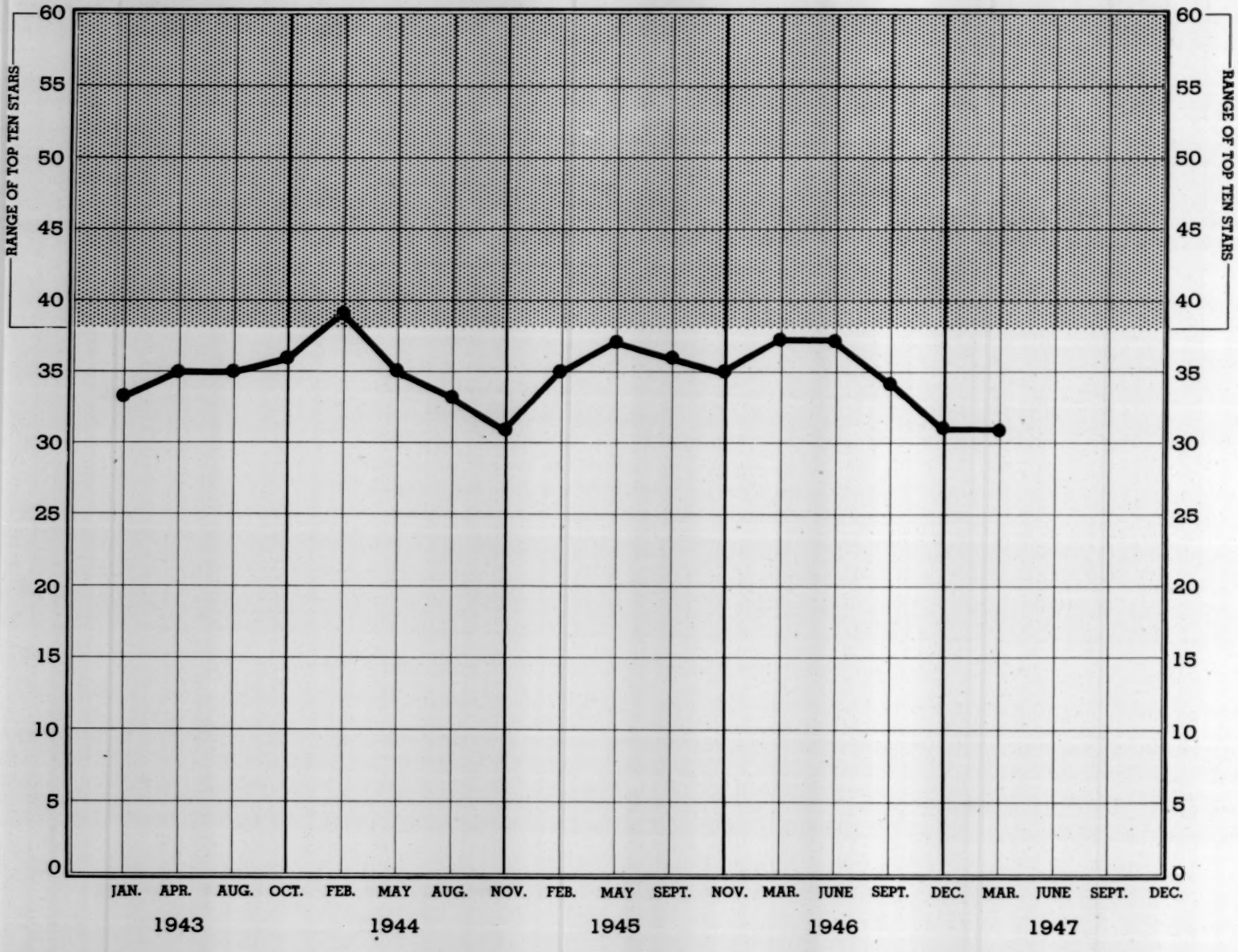
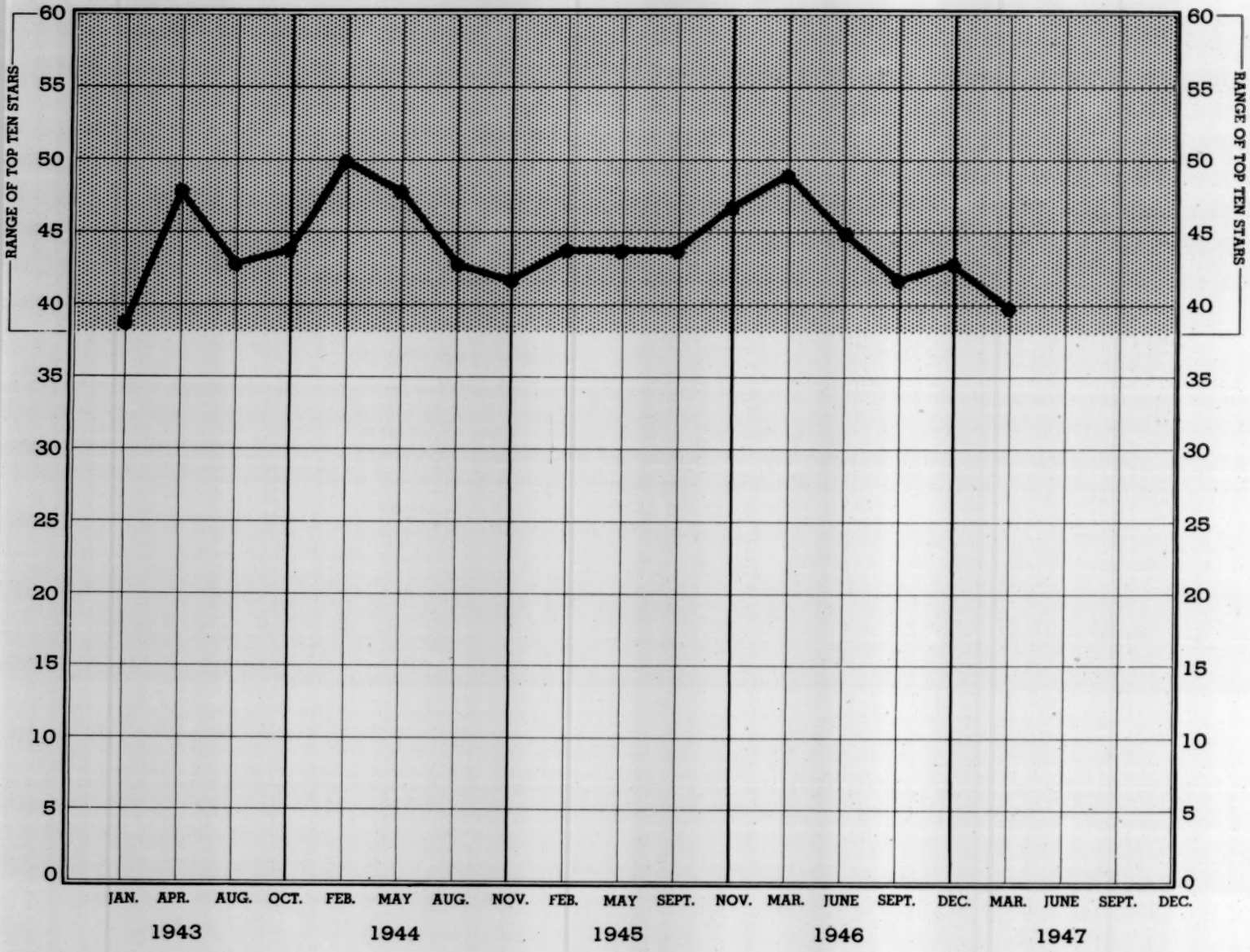
Ava GARDNER

John GARFIELD





Judy GARLAND



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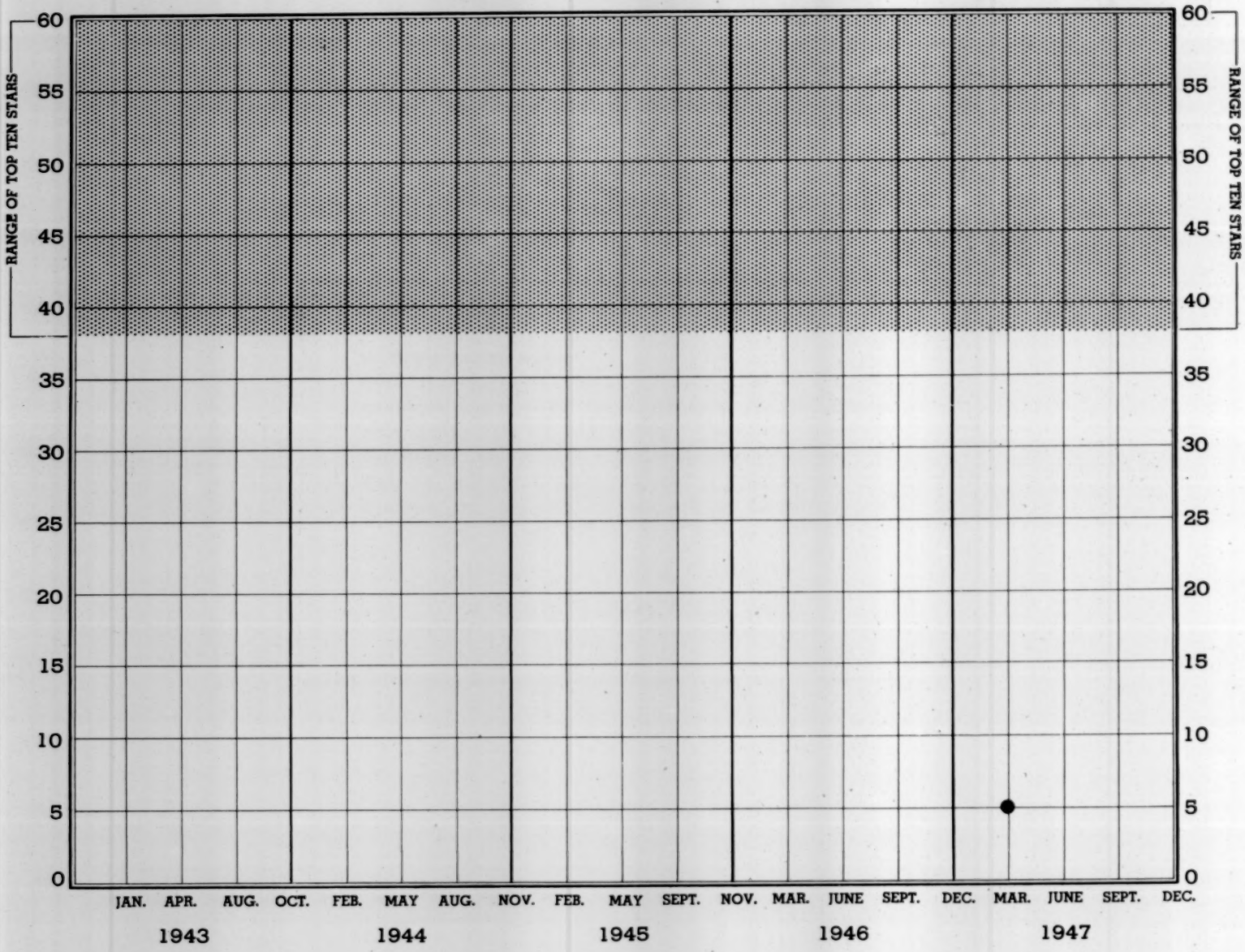

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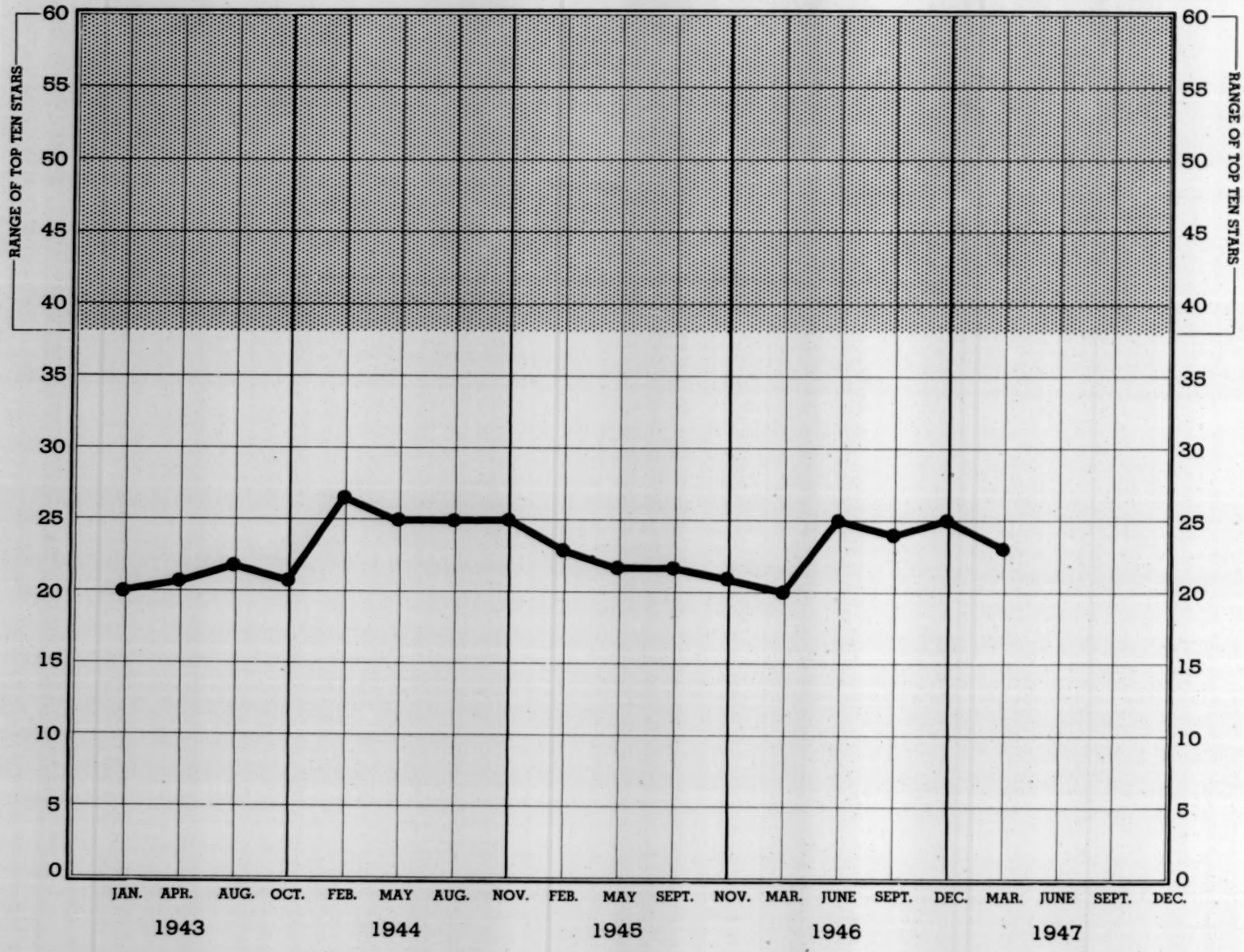
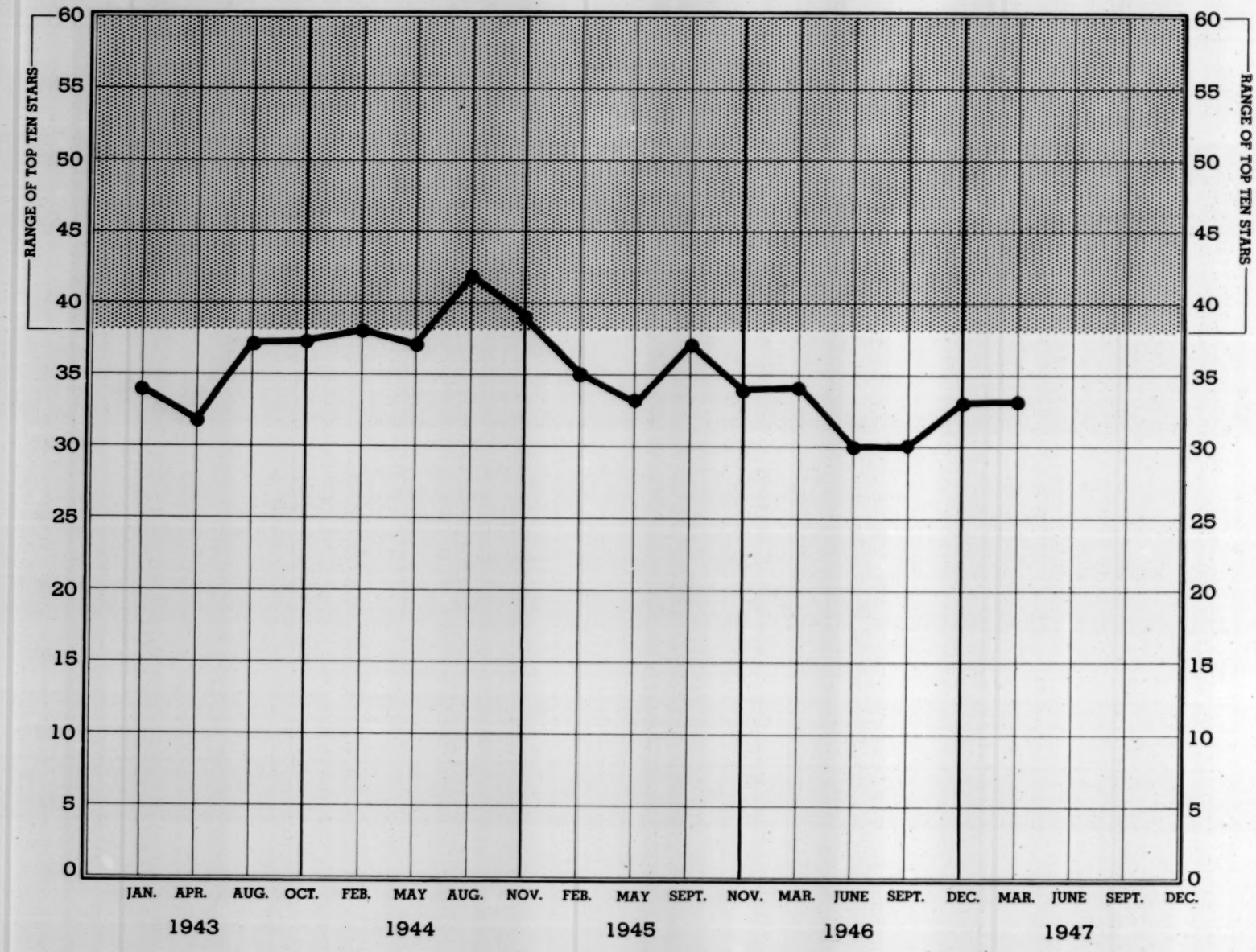
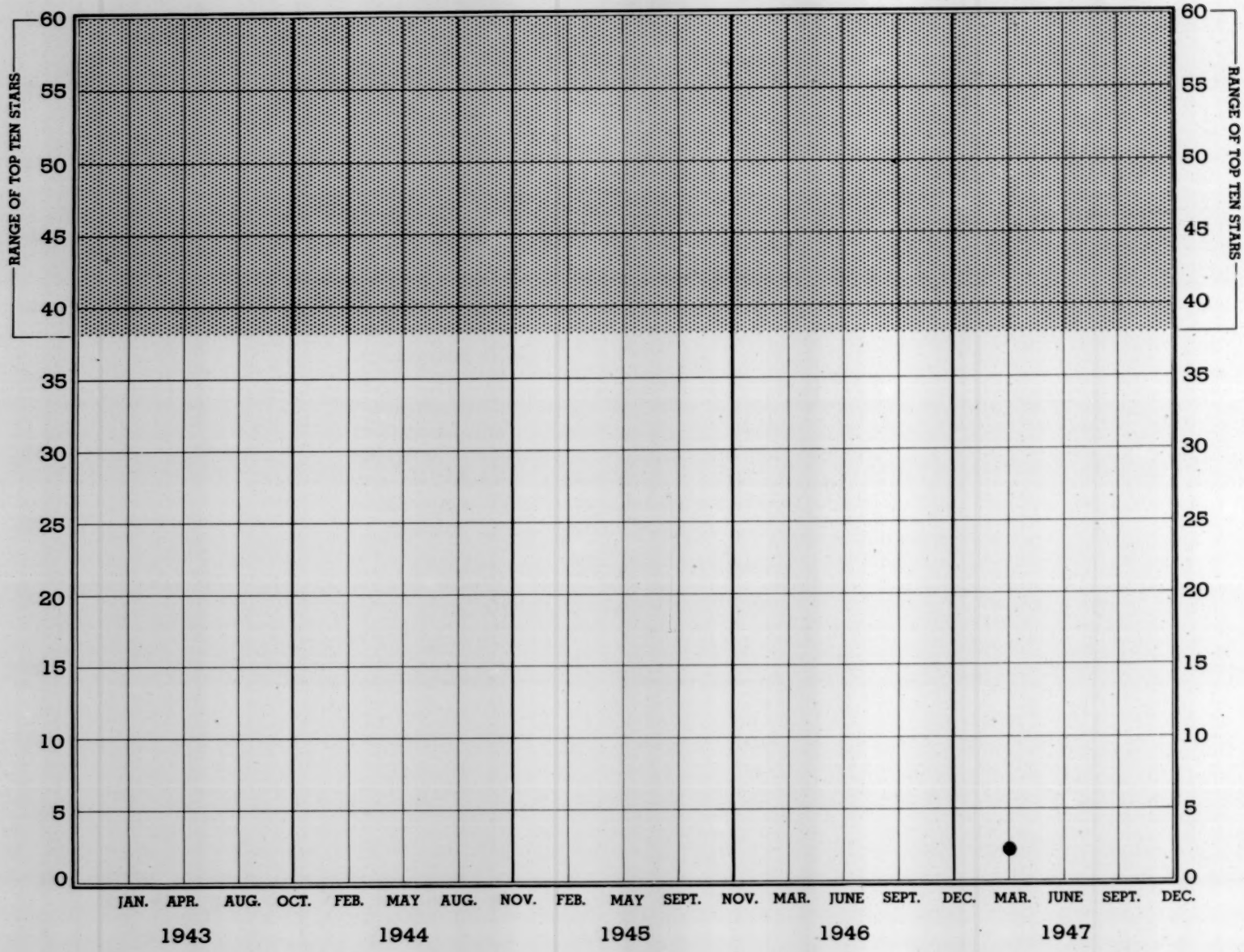


Paulette GODDARD



Betty GRABLE



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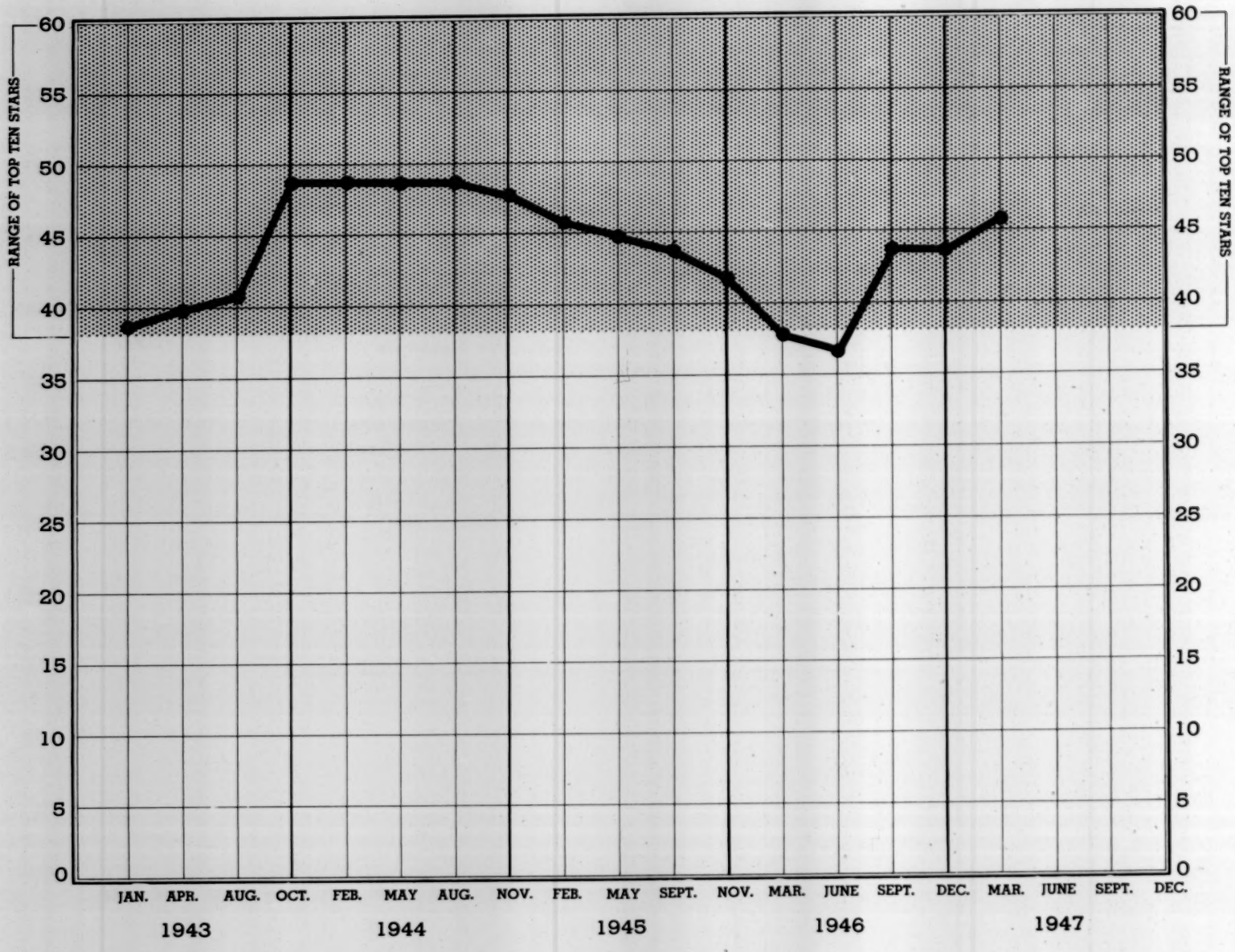
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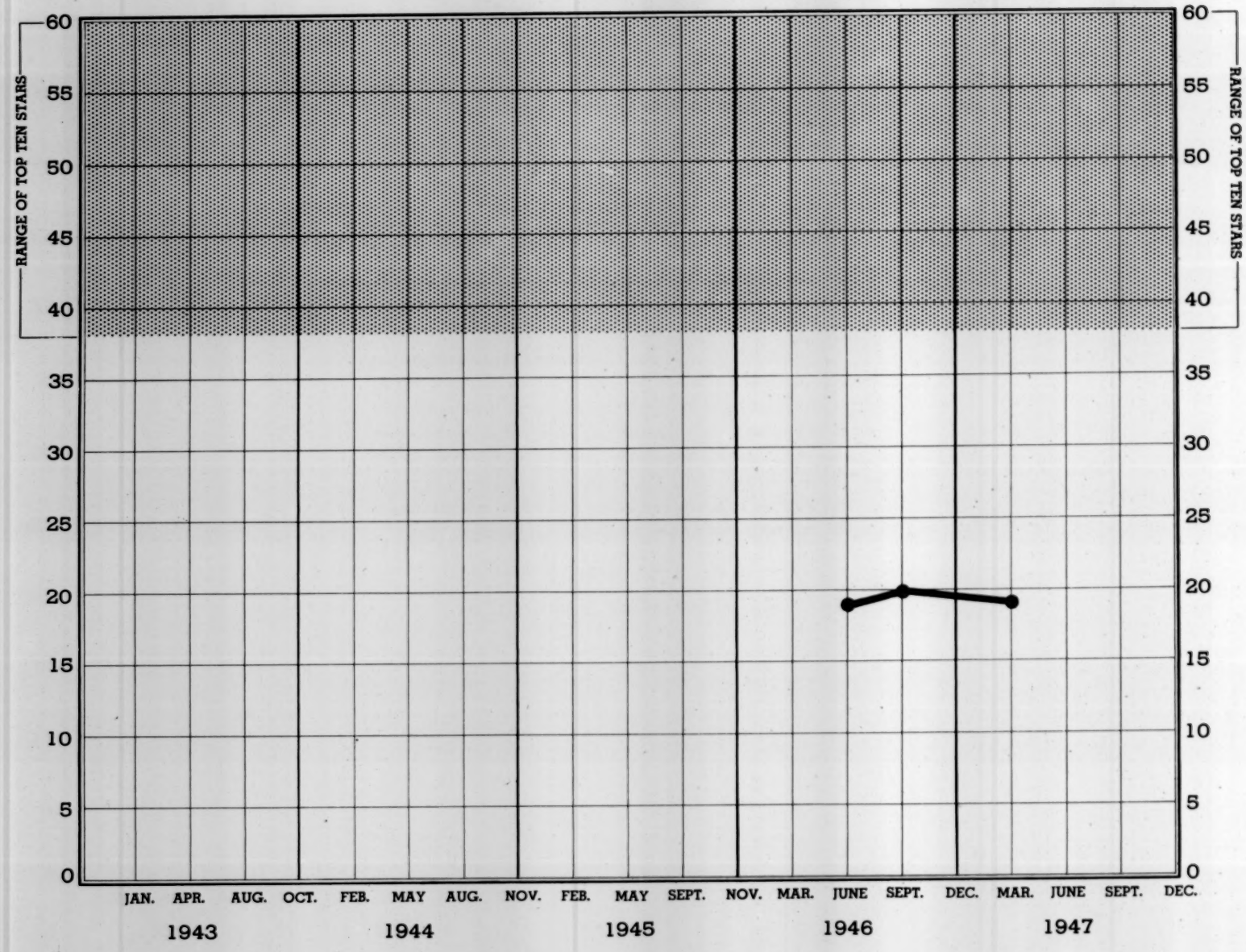
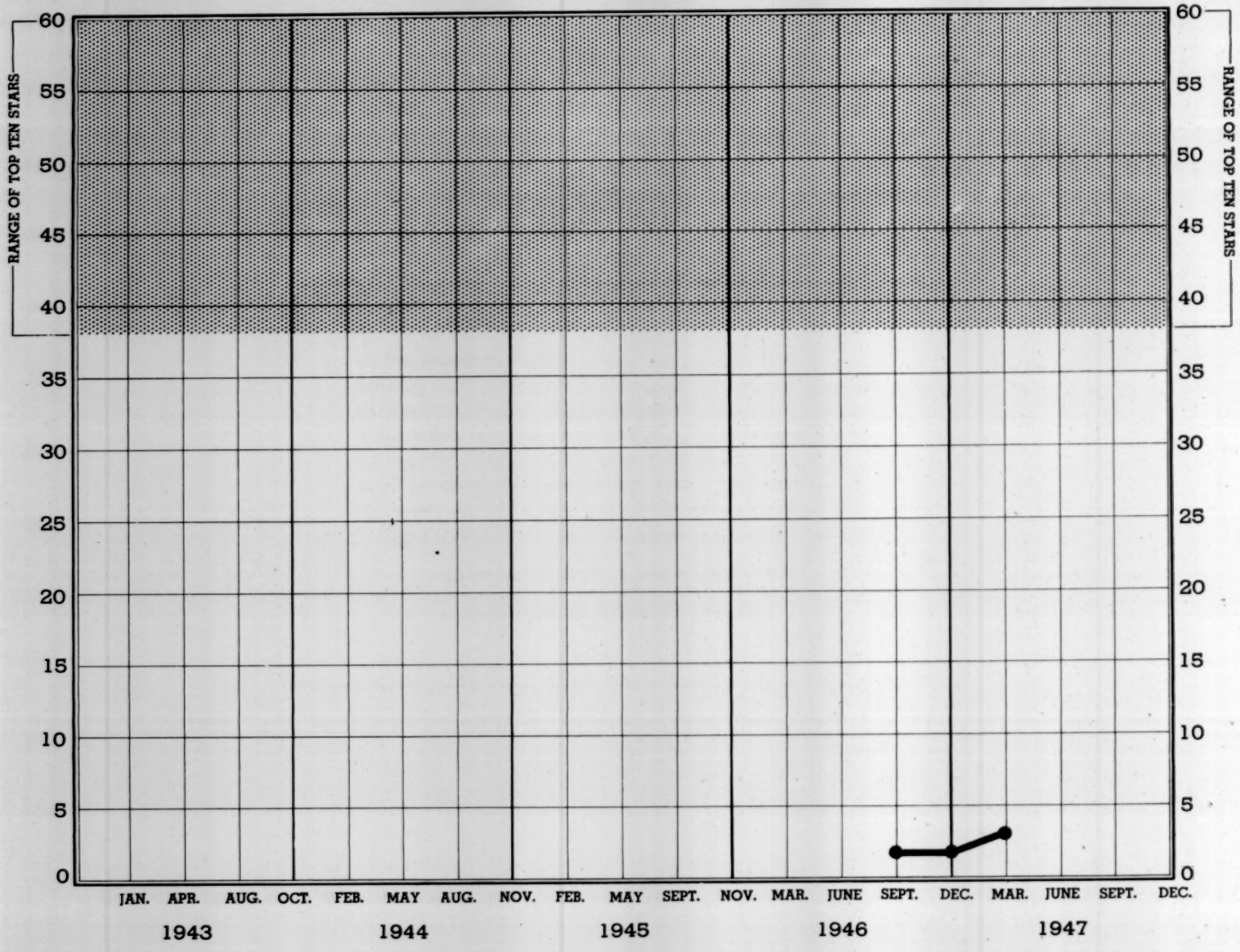
Cary GRANT



Kathryn GRAYSON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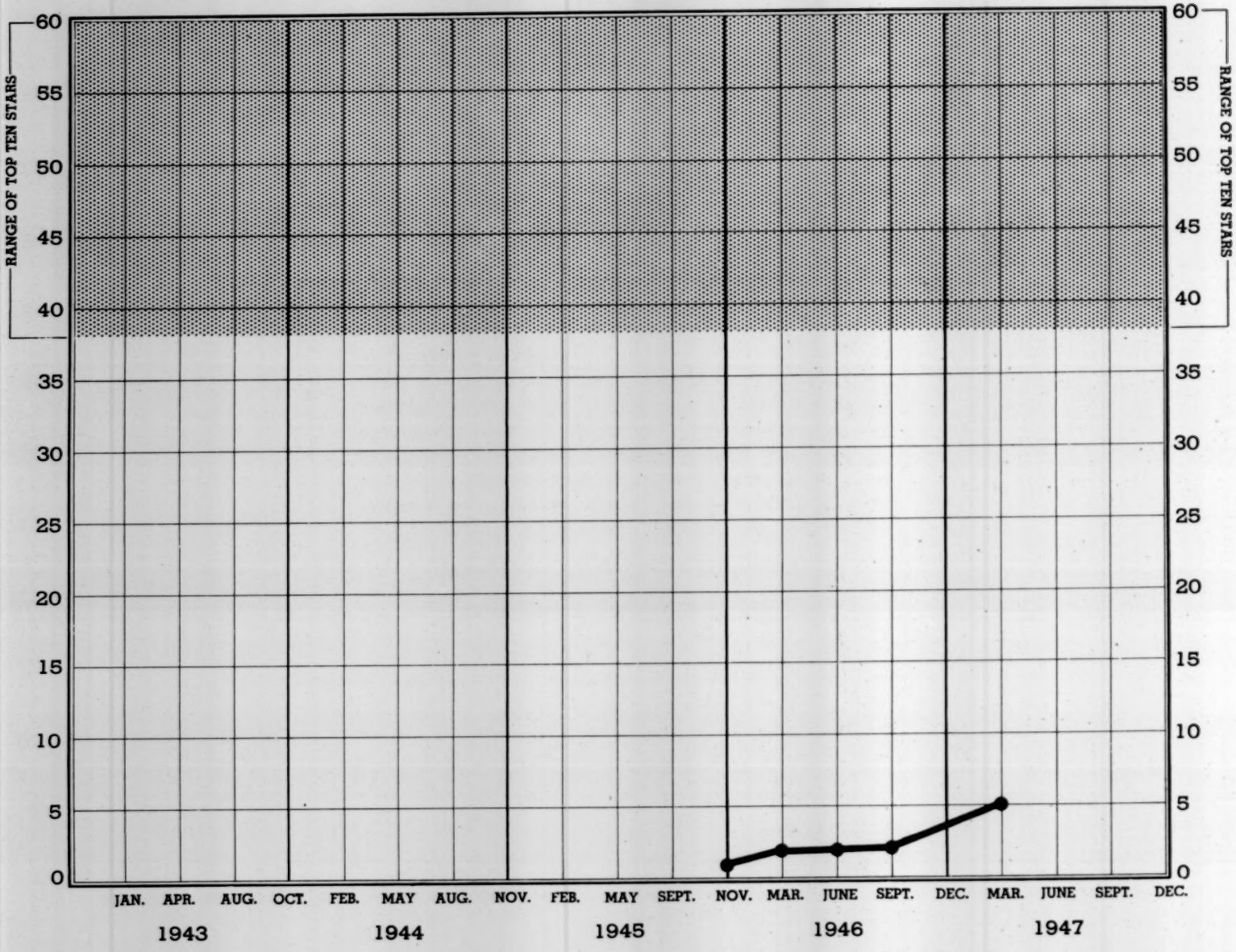
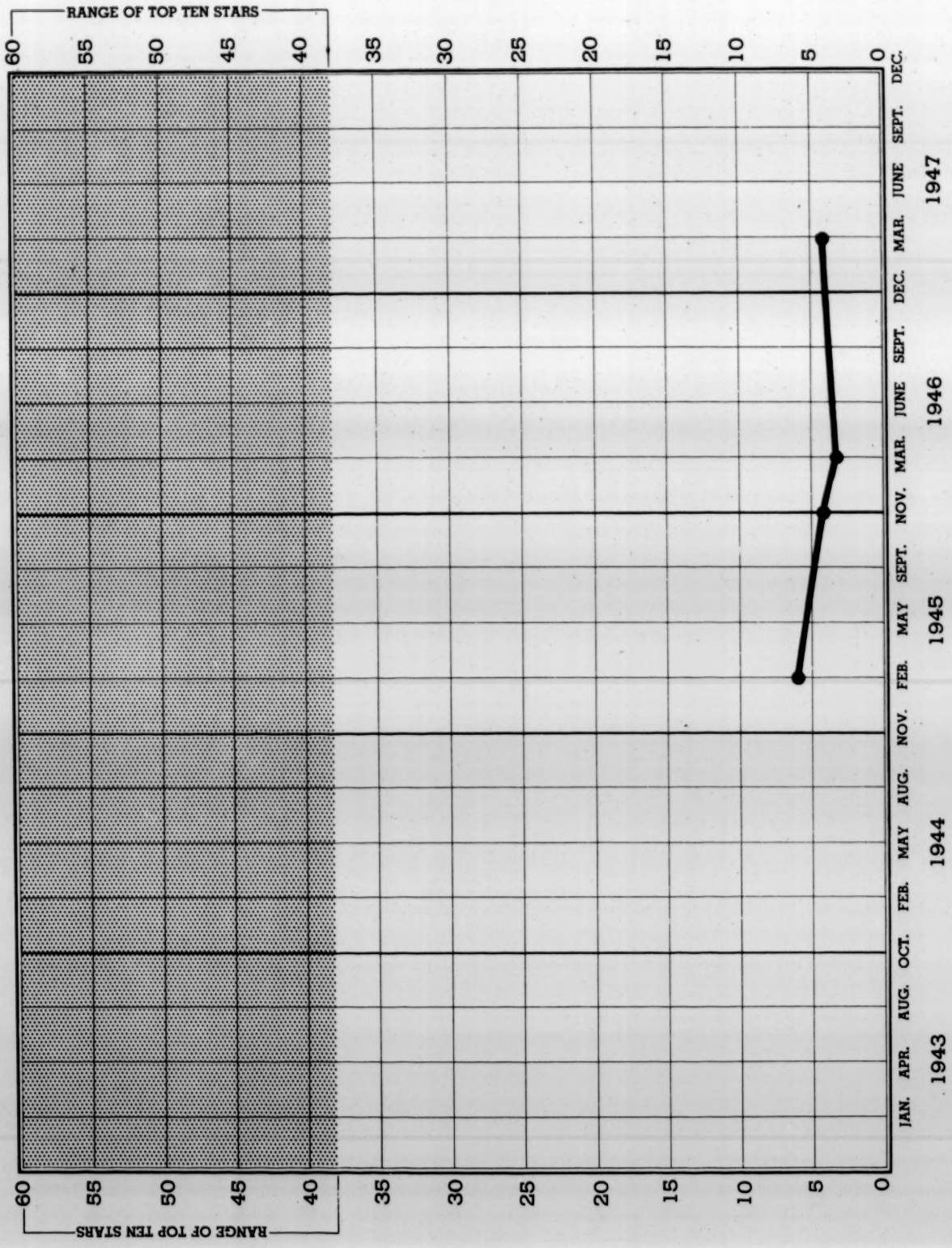
Jane GREER



Barbara HALE

Signe HASSO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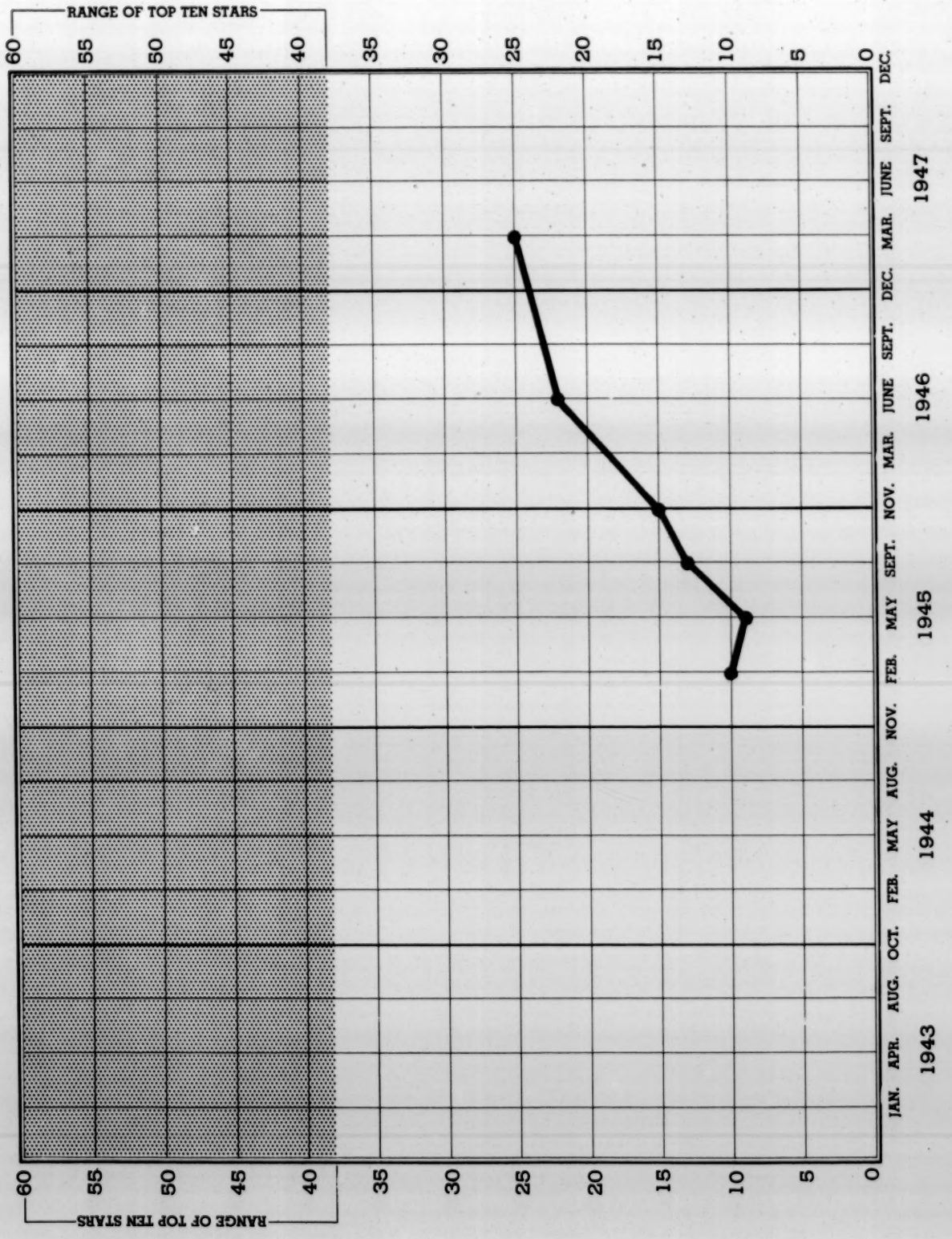
Dick HAYMES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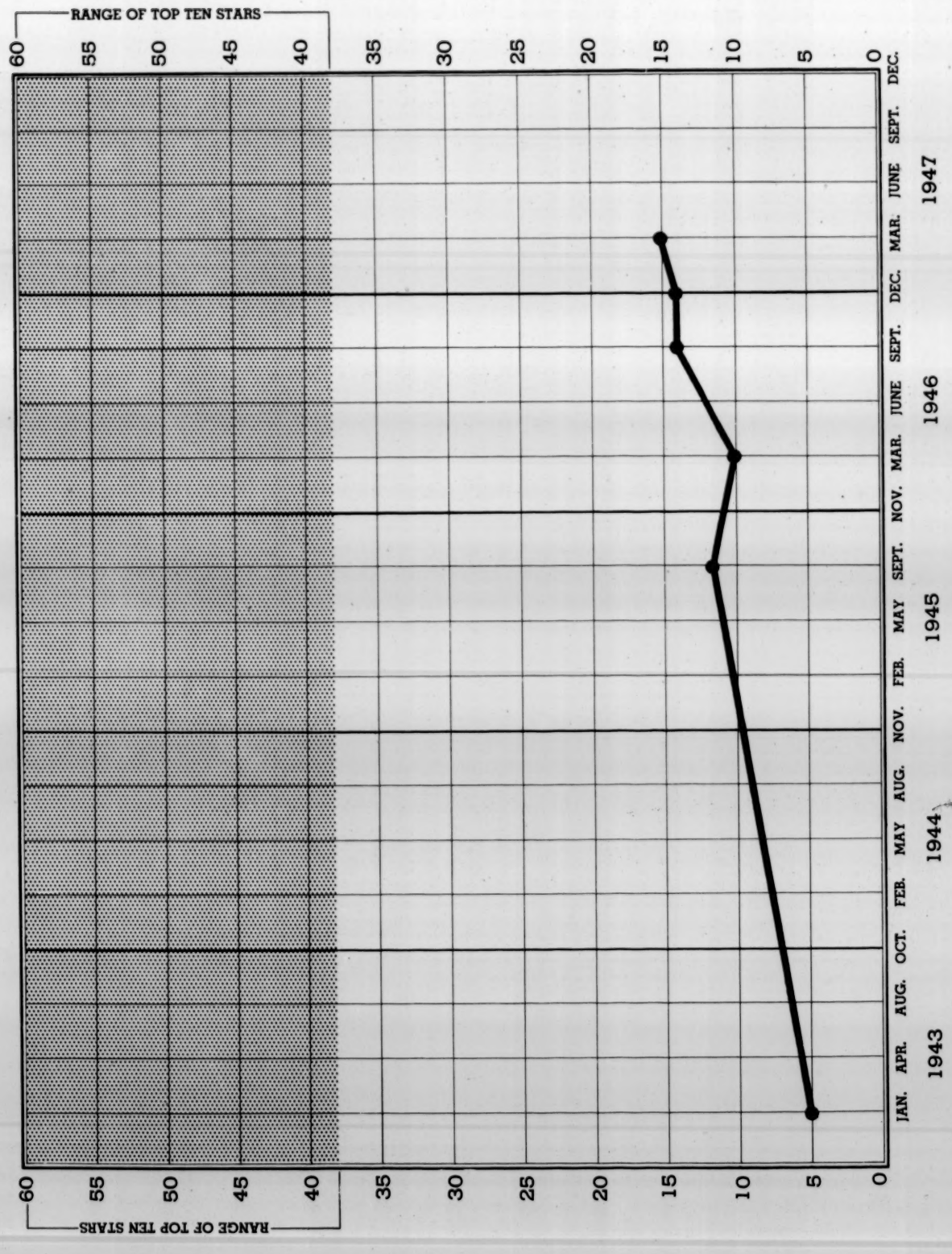
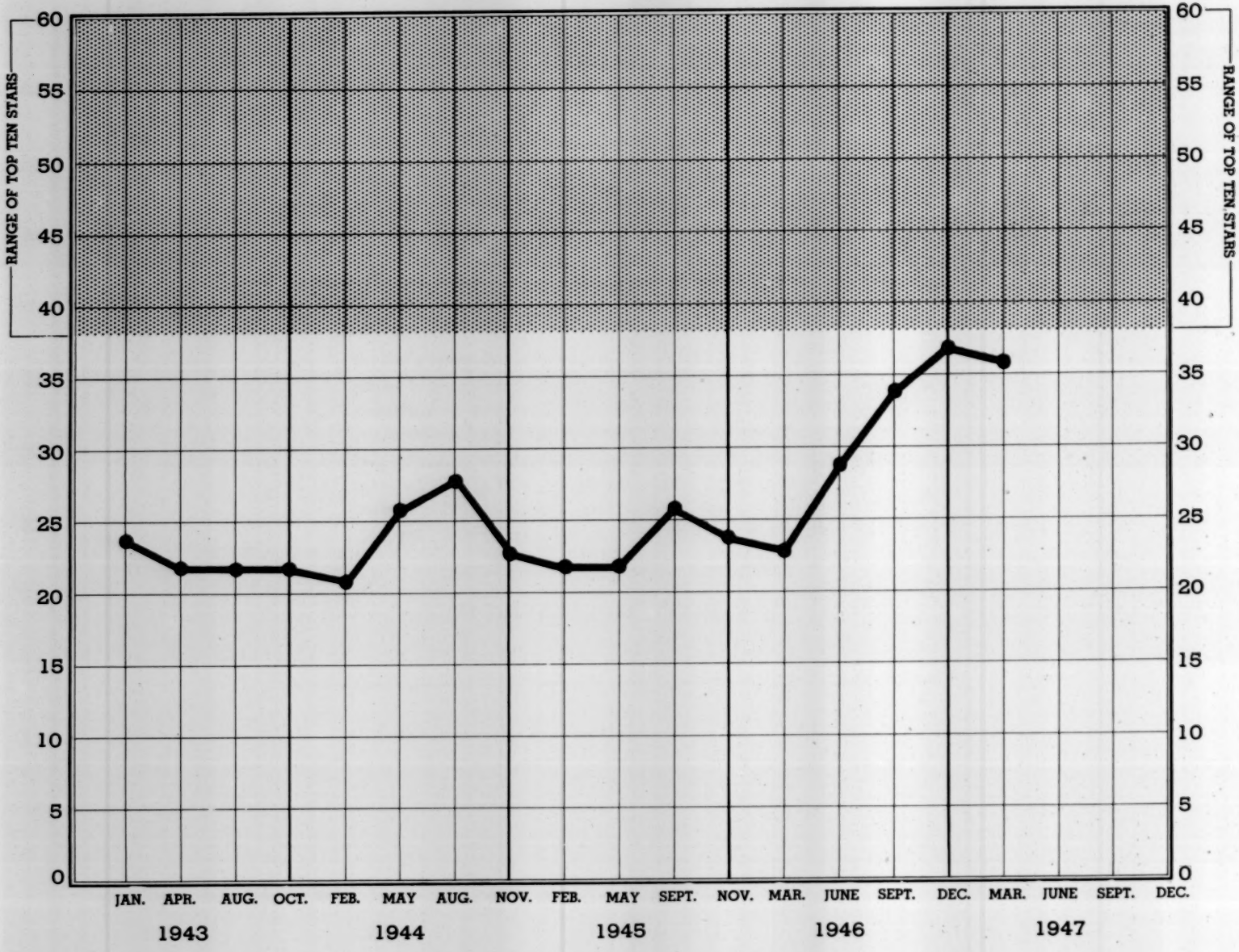
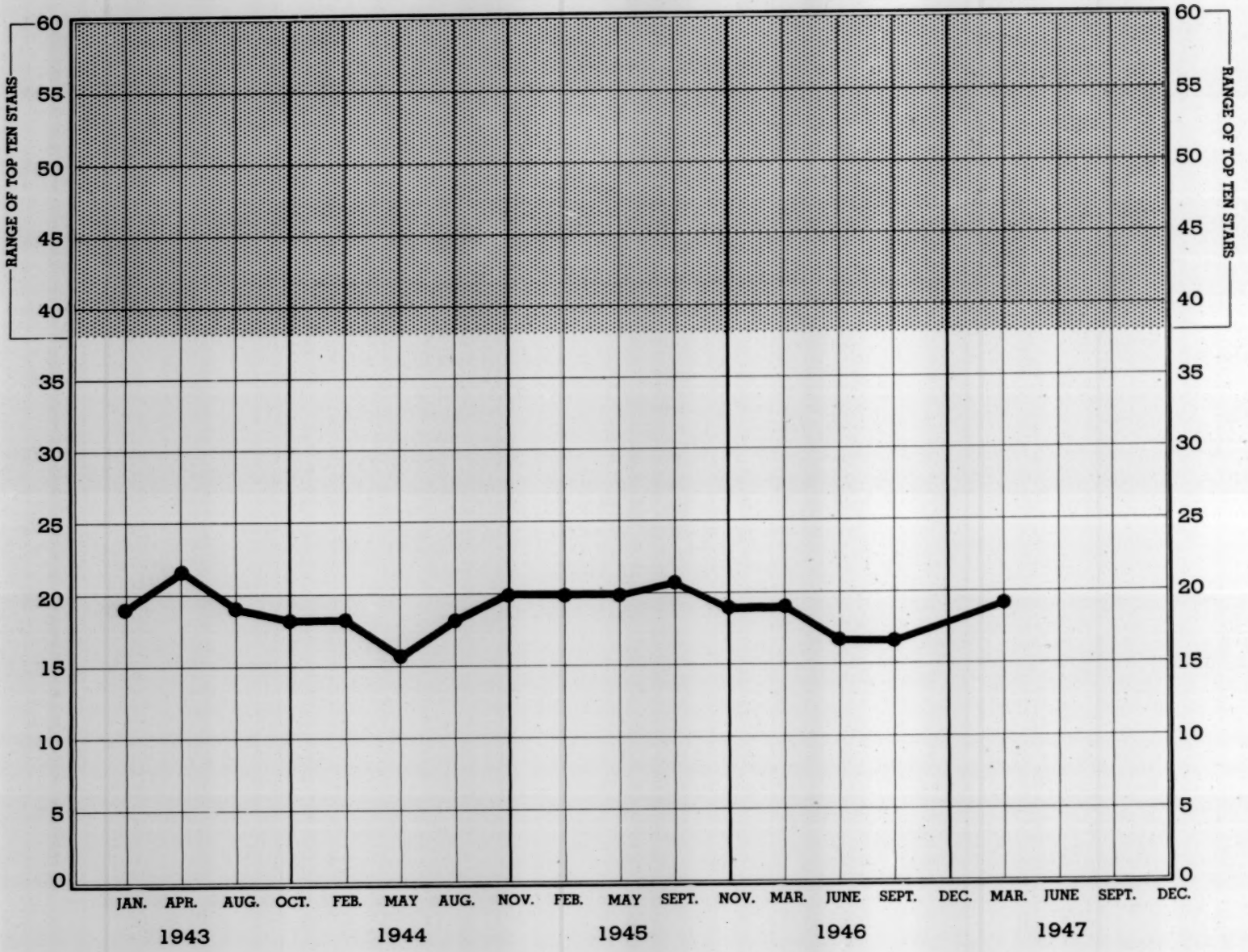
Susan HAYWARD

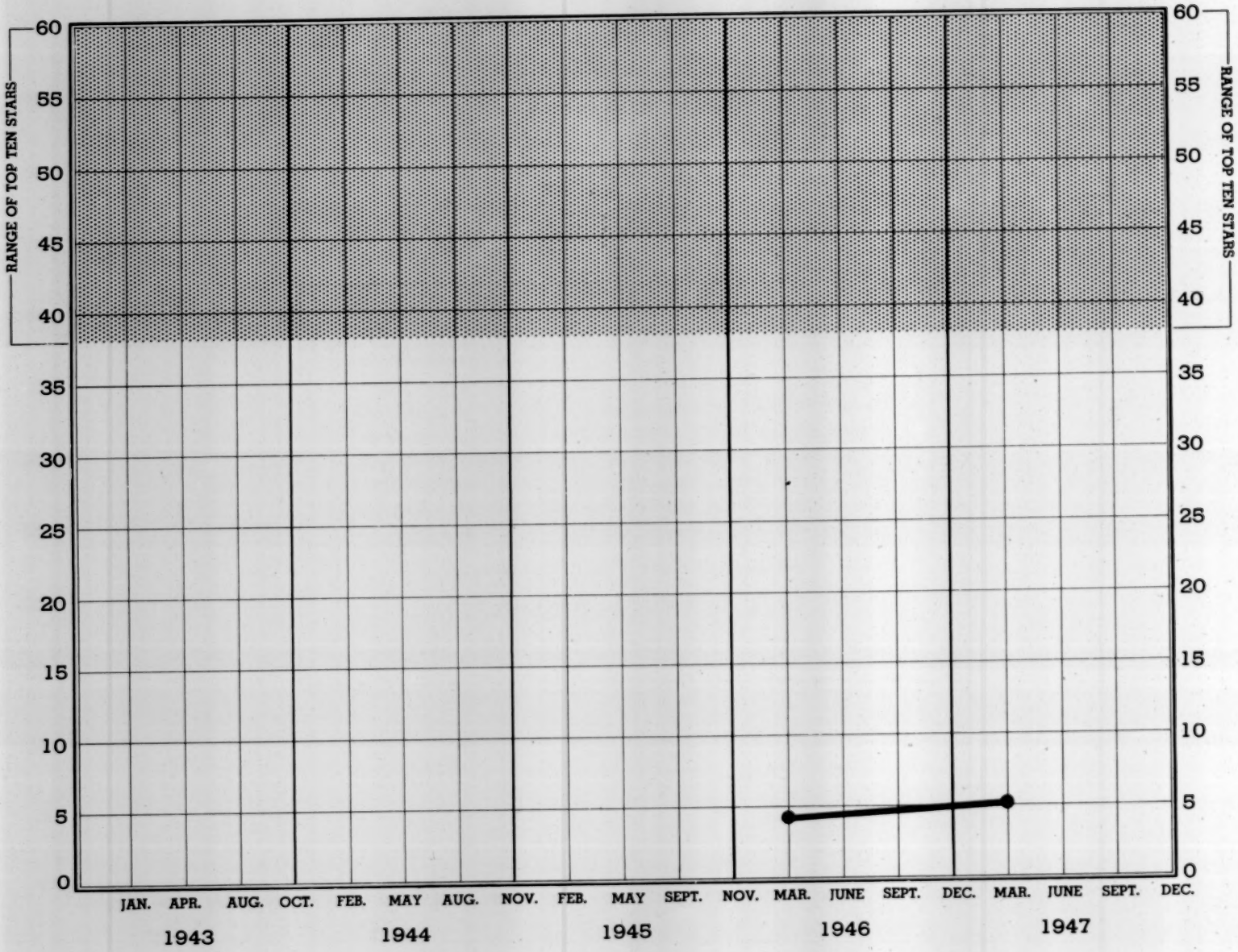




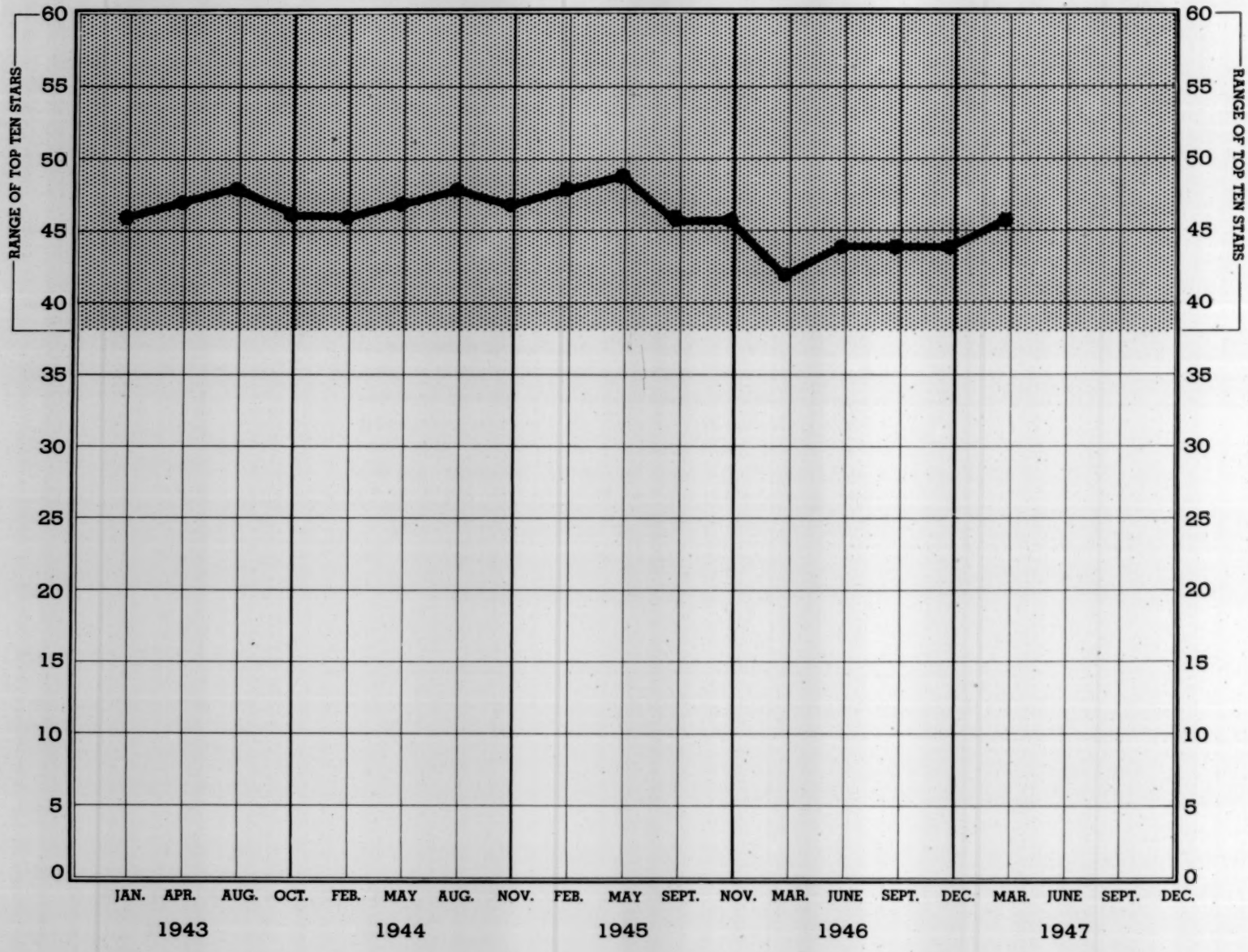
Rita HAYWORTH



Katharine HEPBURN



William HOLDEN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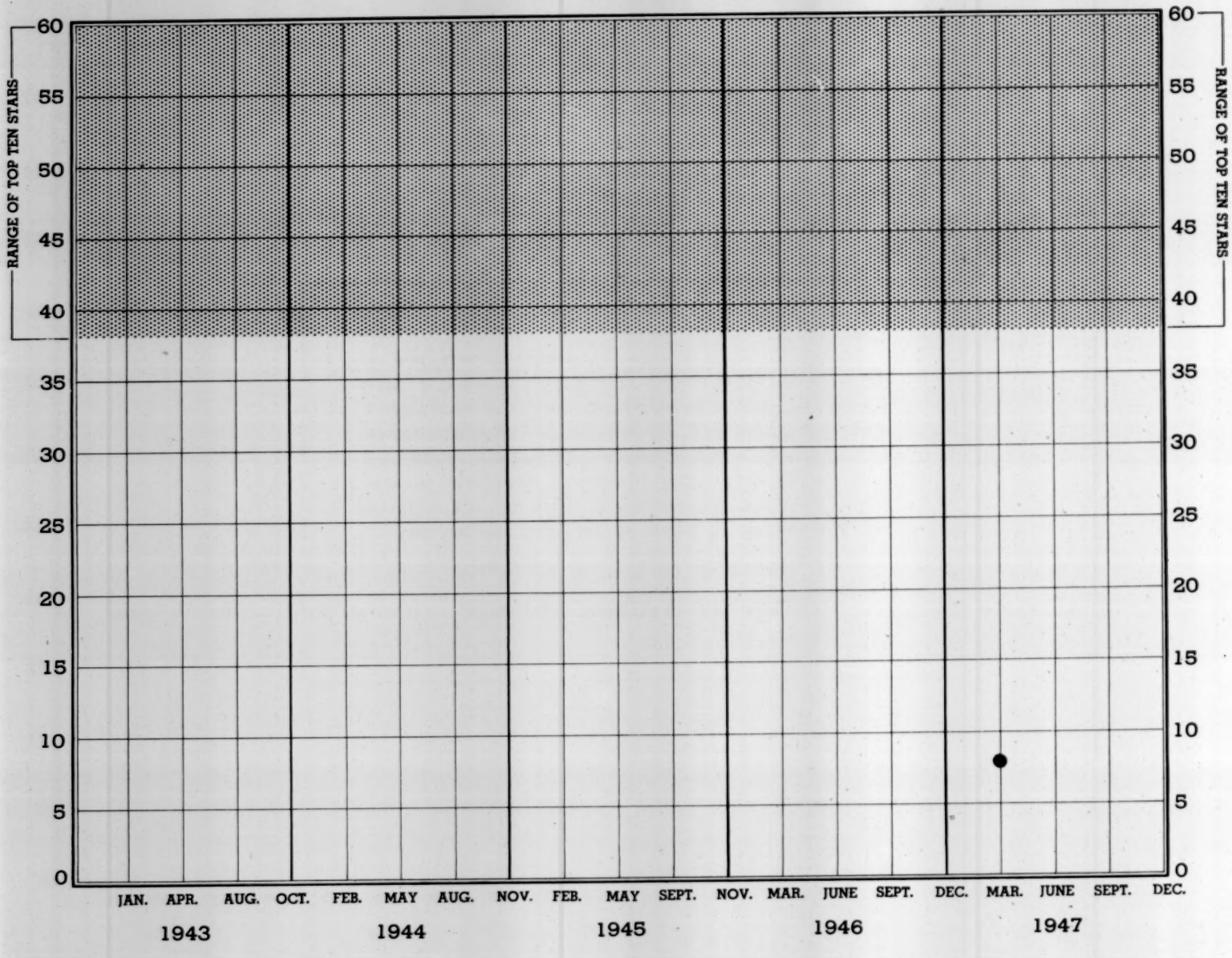
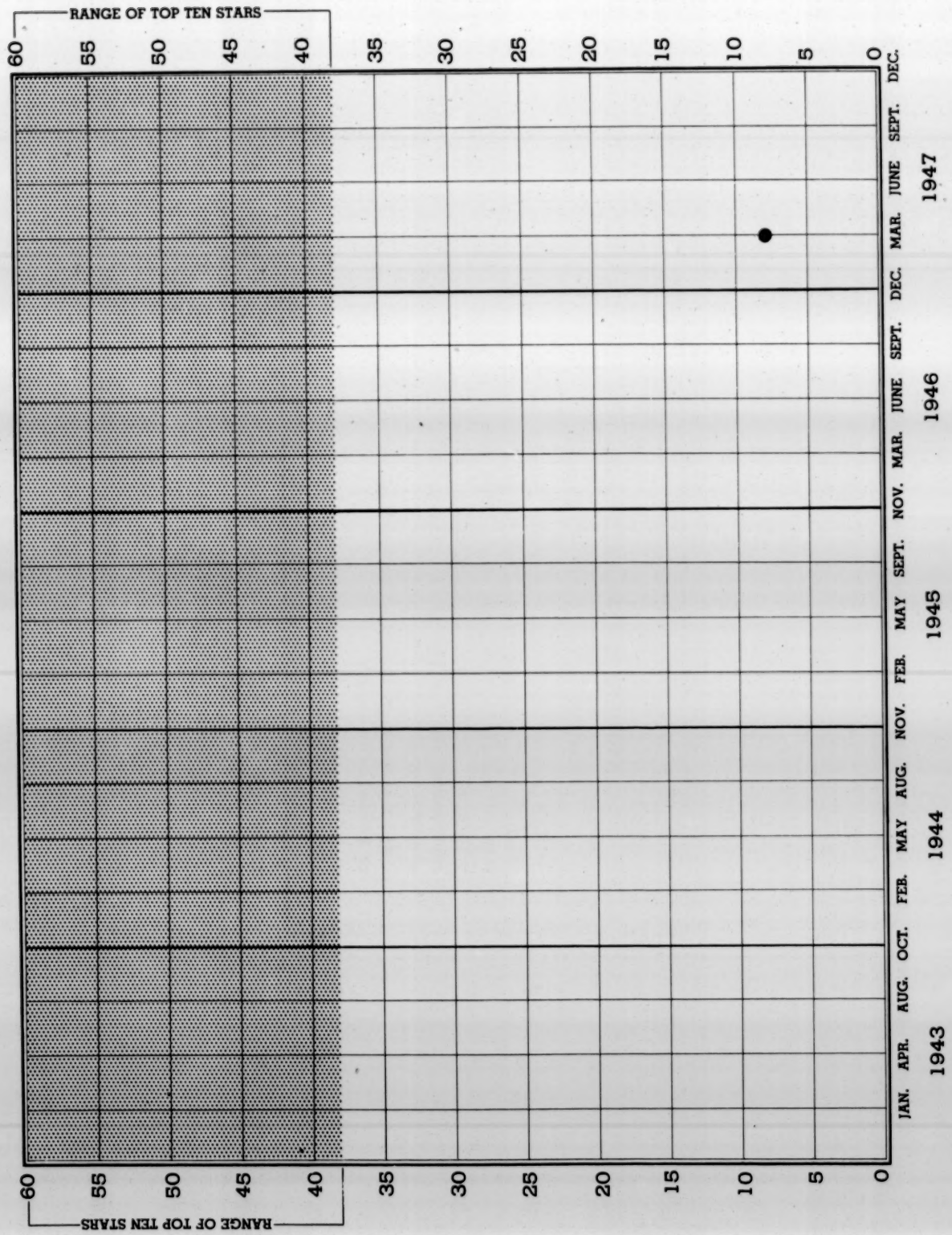
Bob HOPE

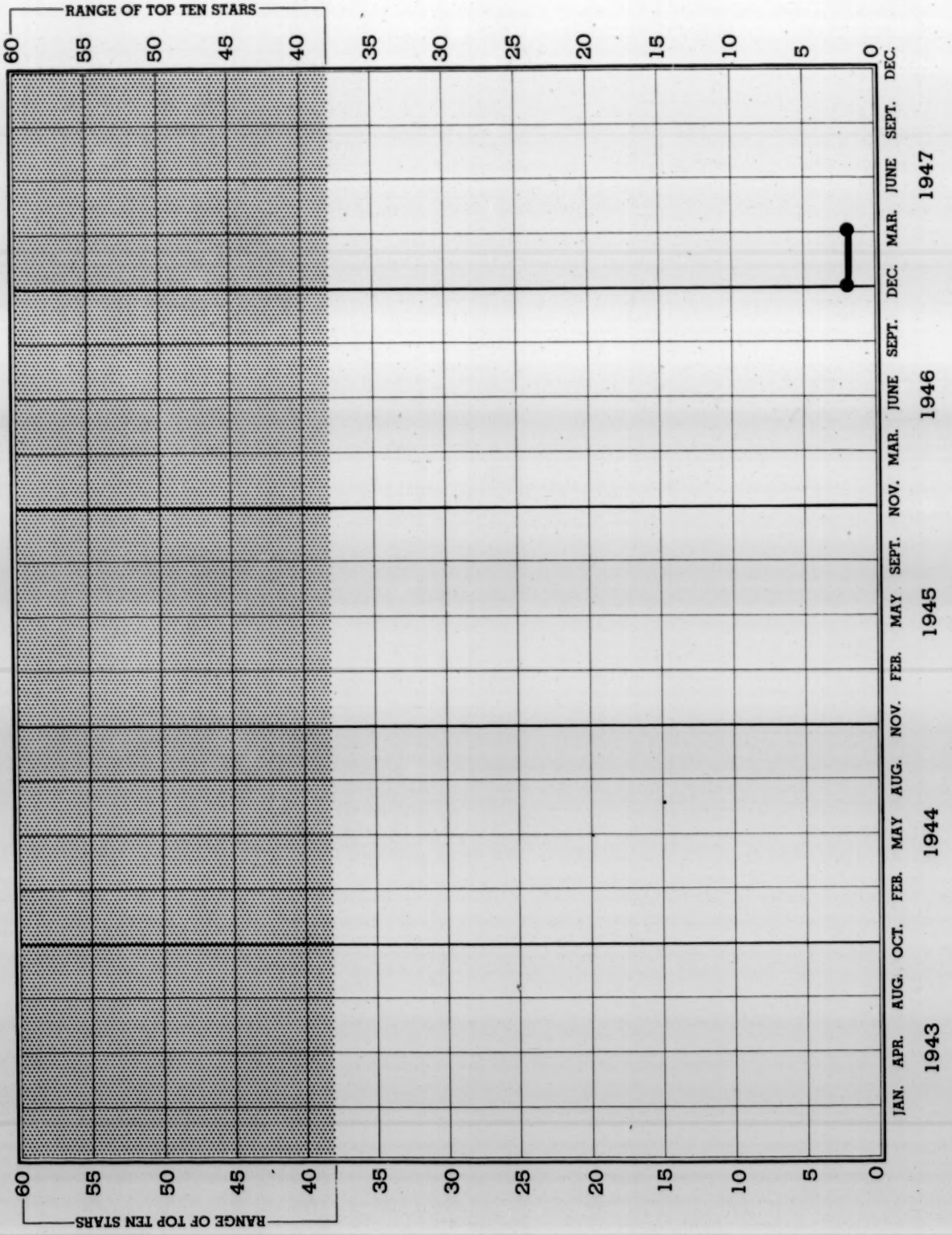


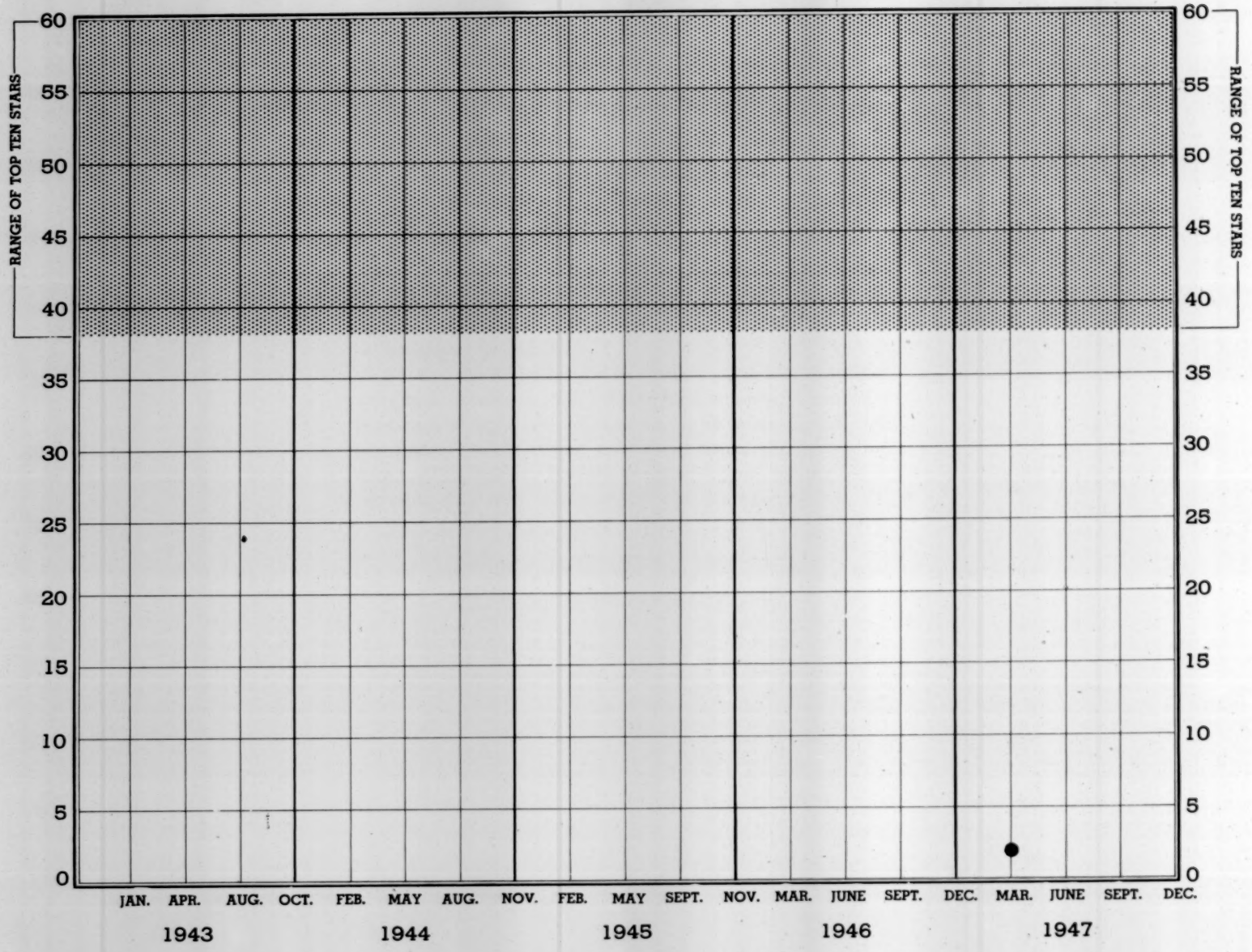
Robert HUTTON

Robert HUTTON

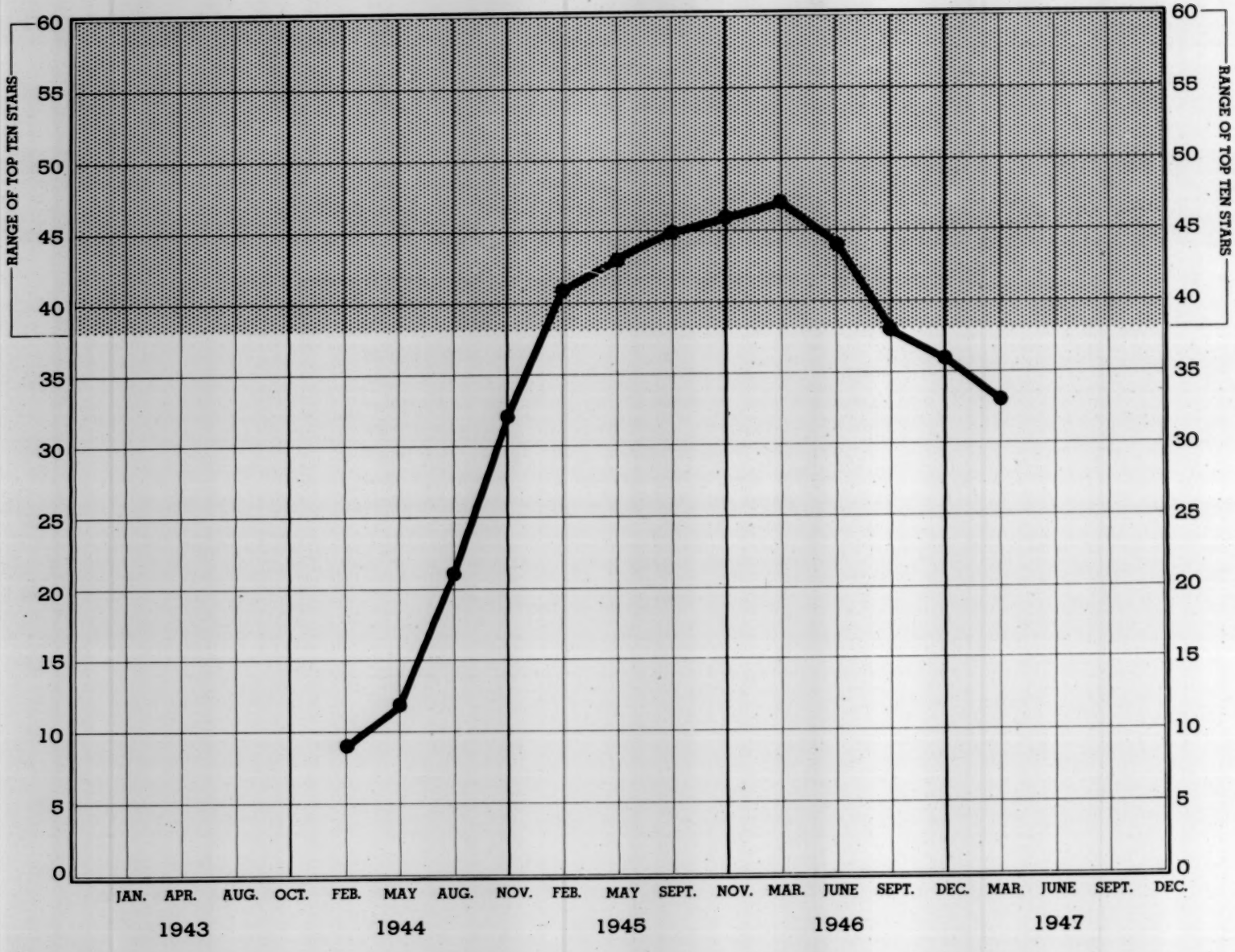


Anne JEFFREYS





Celia JOHNSON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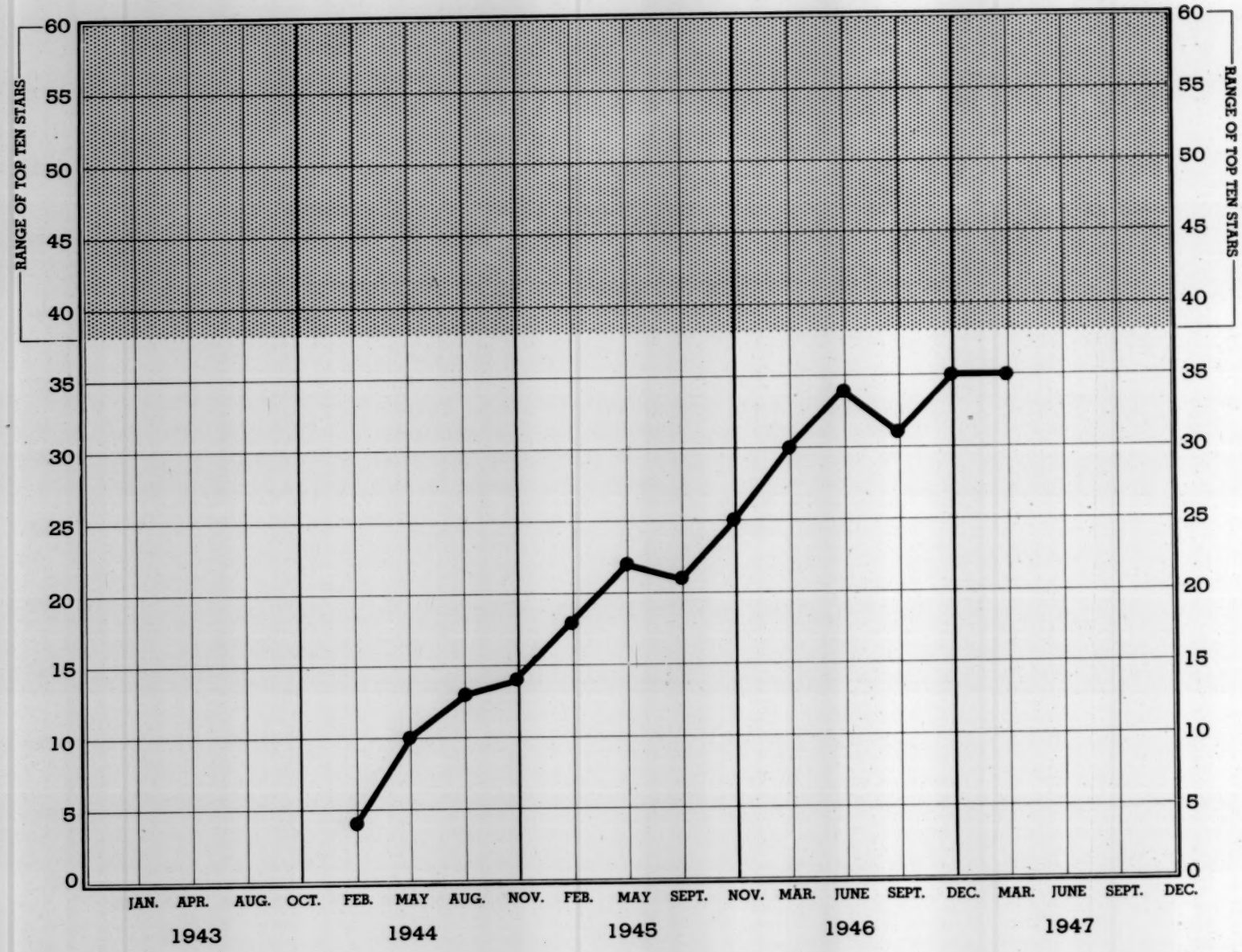
Van JOHNSON



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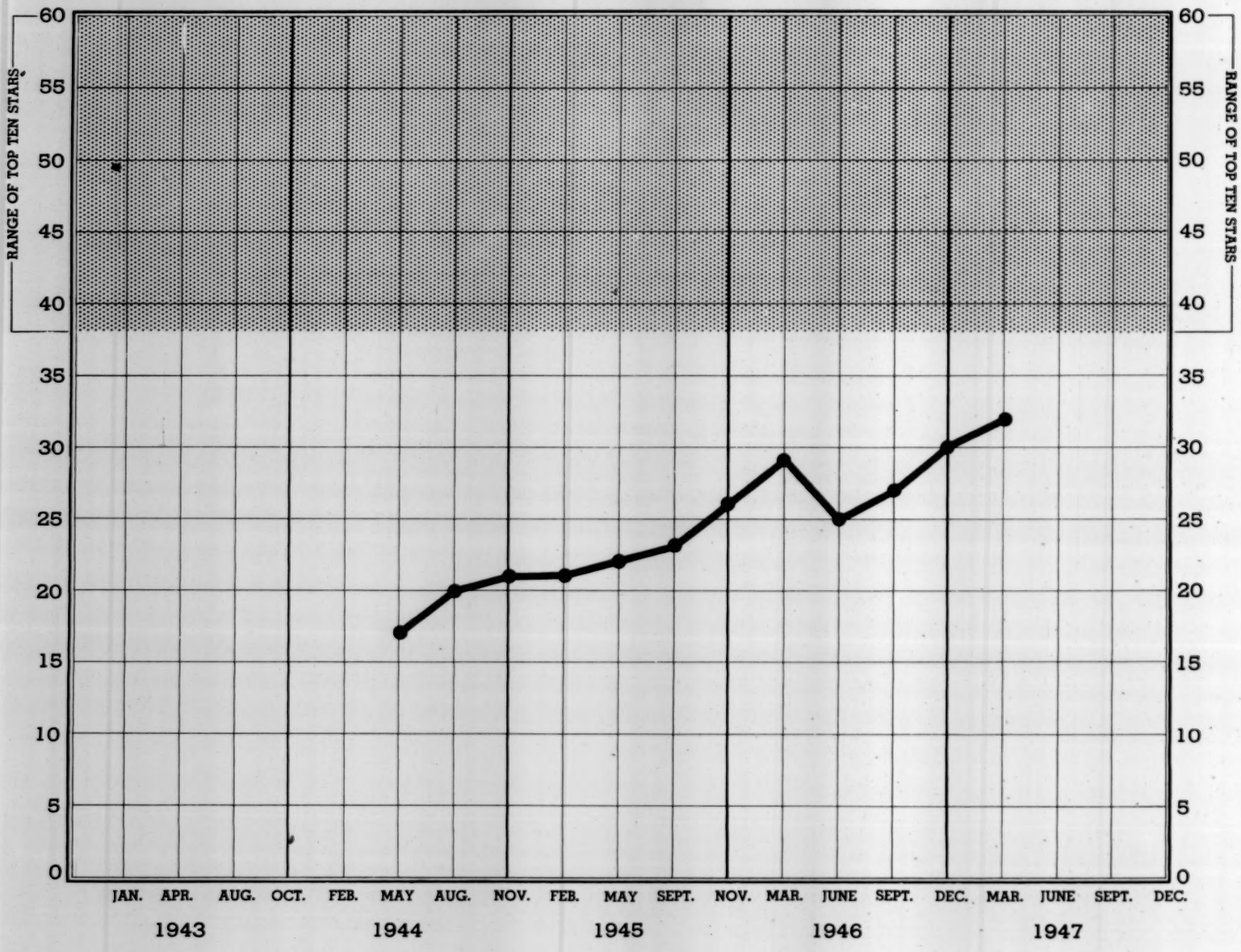
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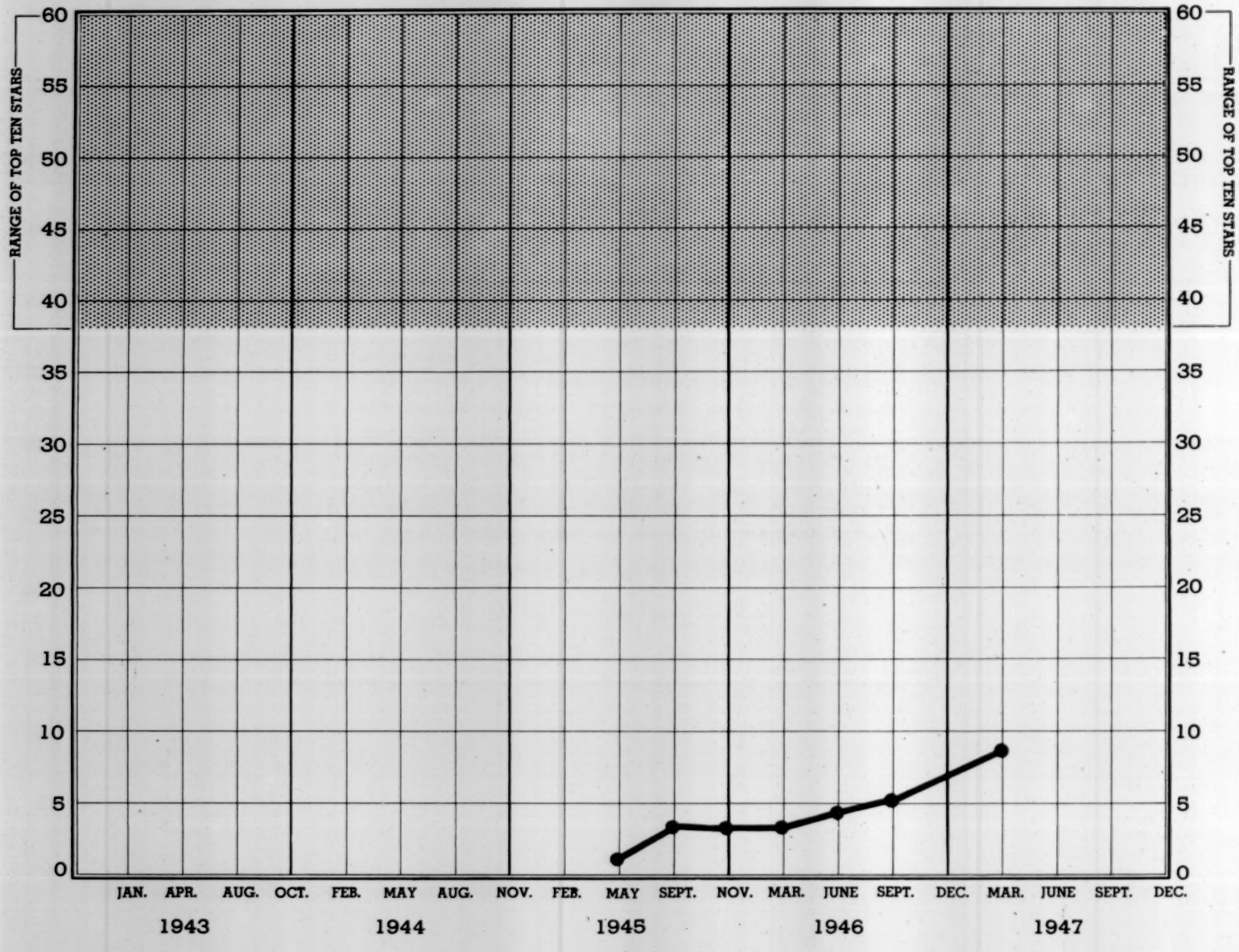
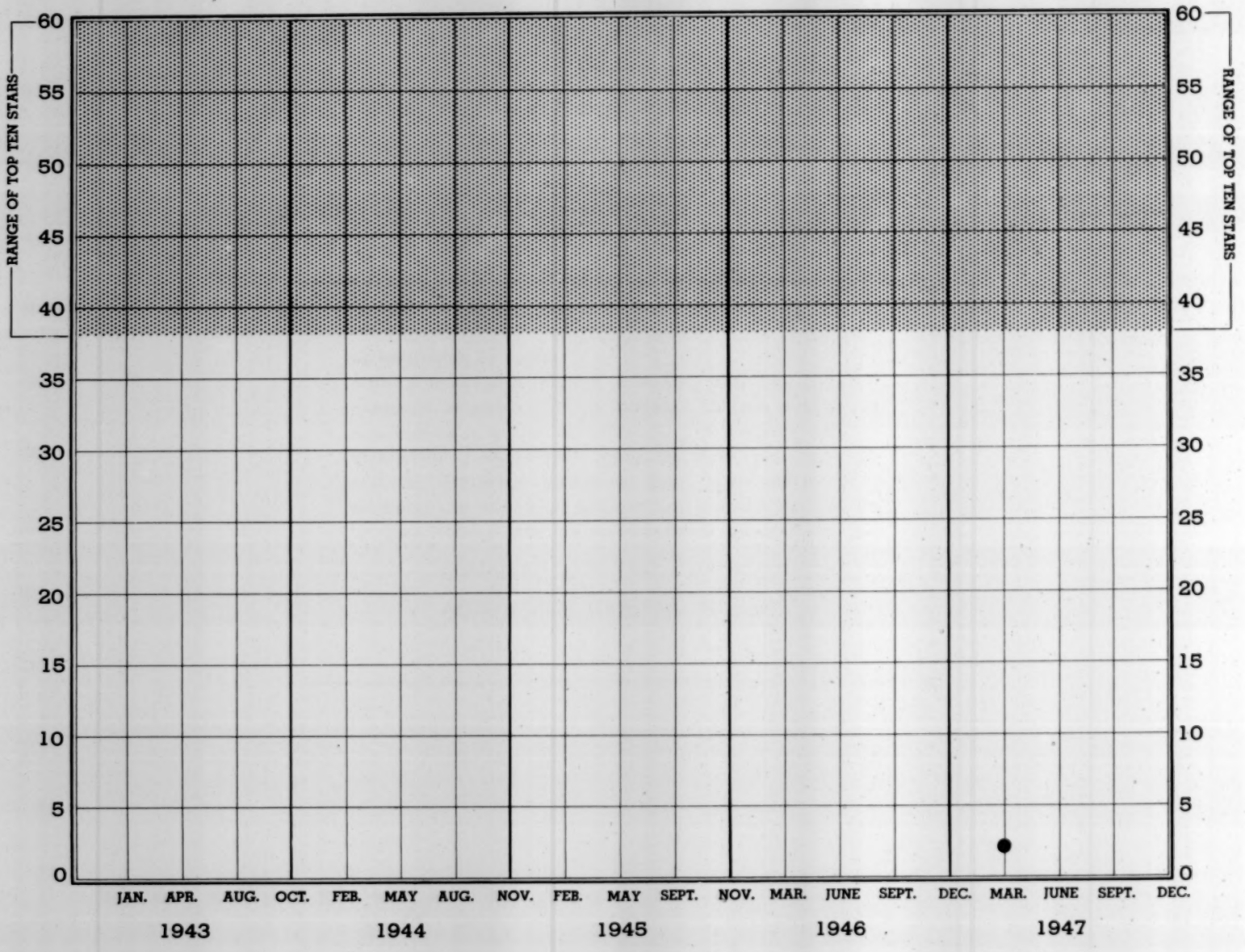
Danny KAYE



Evelyn KEYES



Patric KNOWLES

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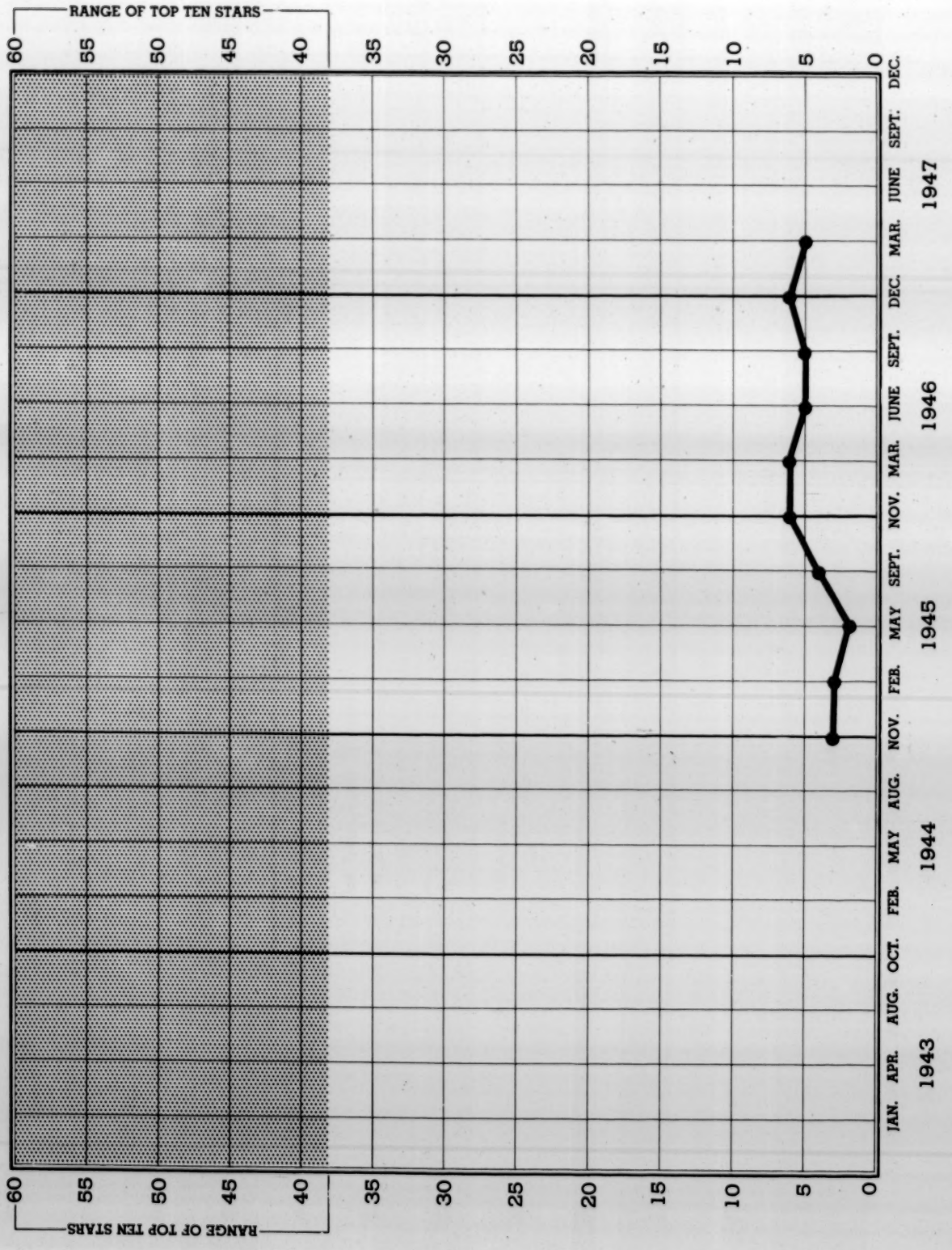

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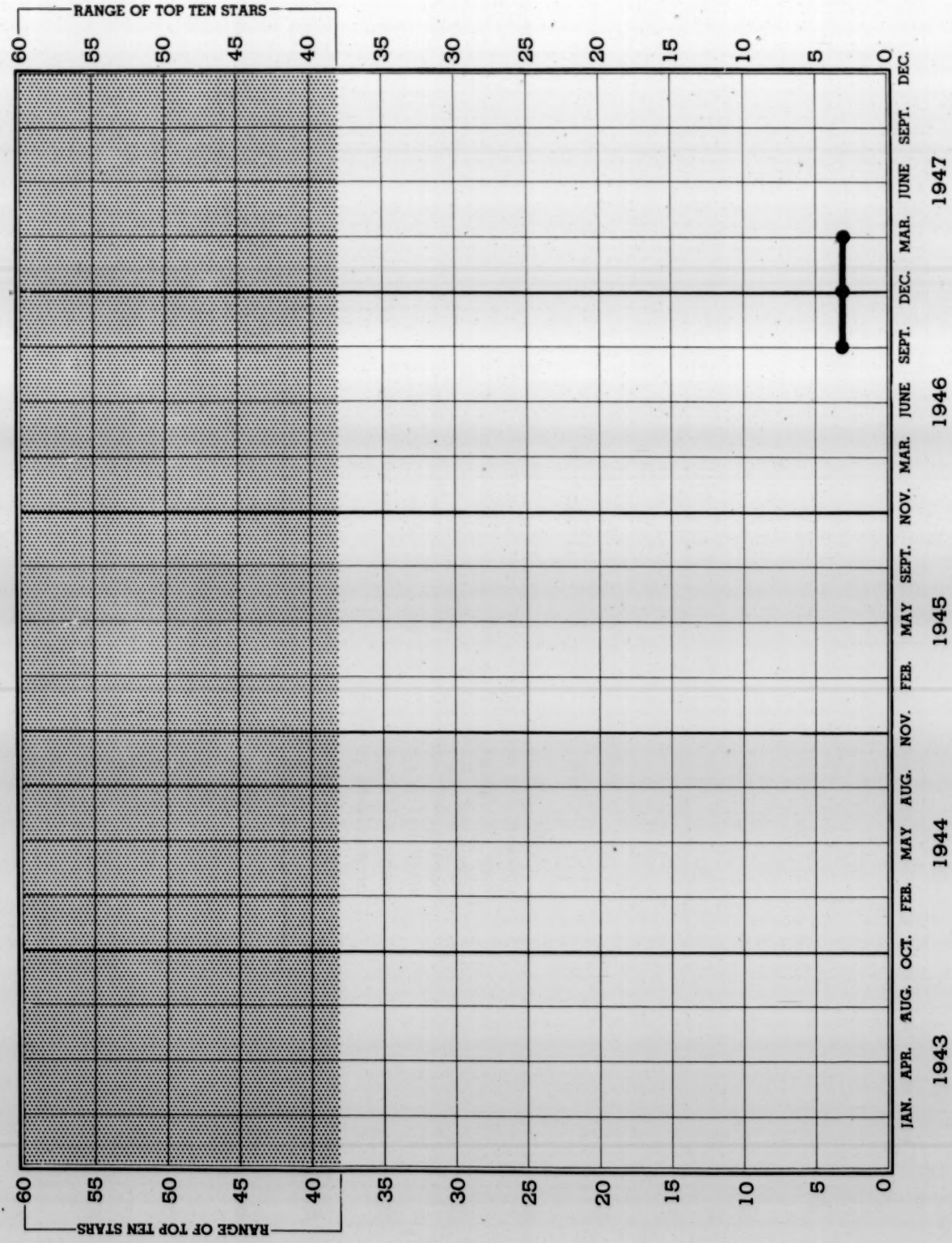
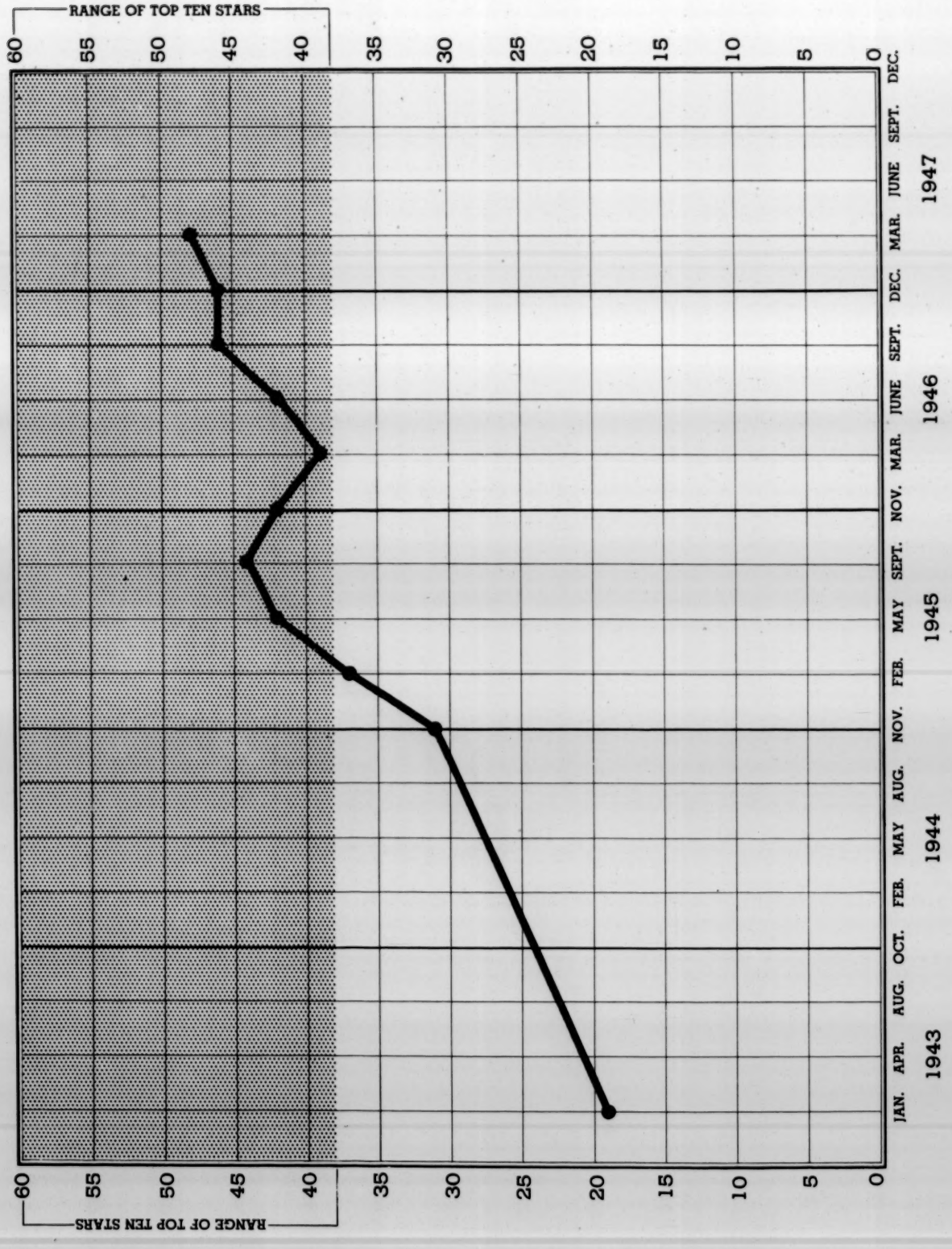


Alan LADD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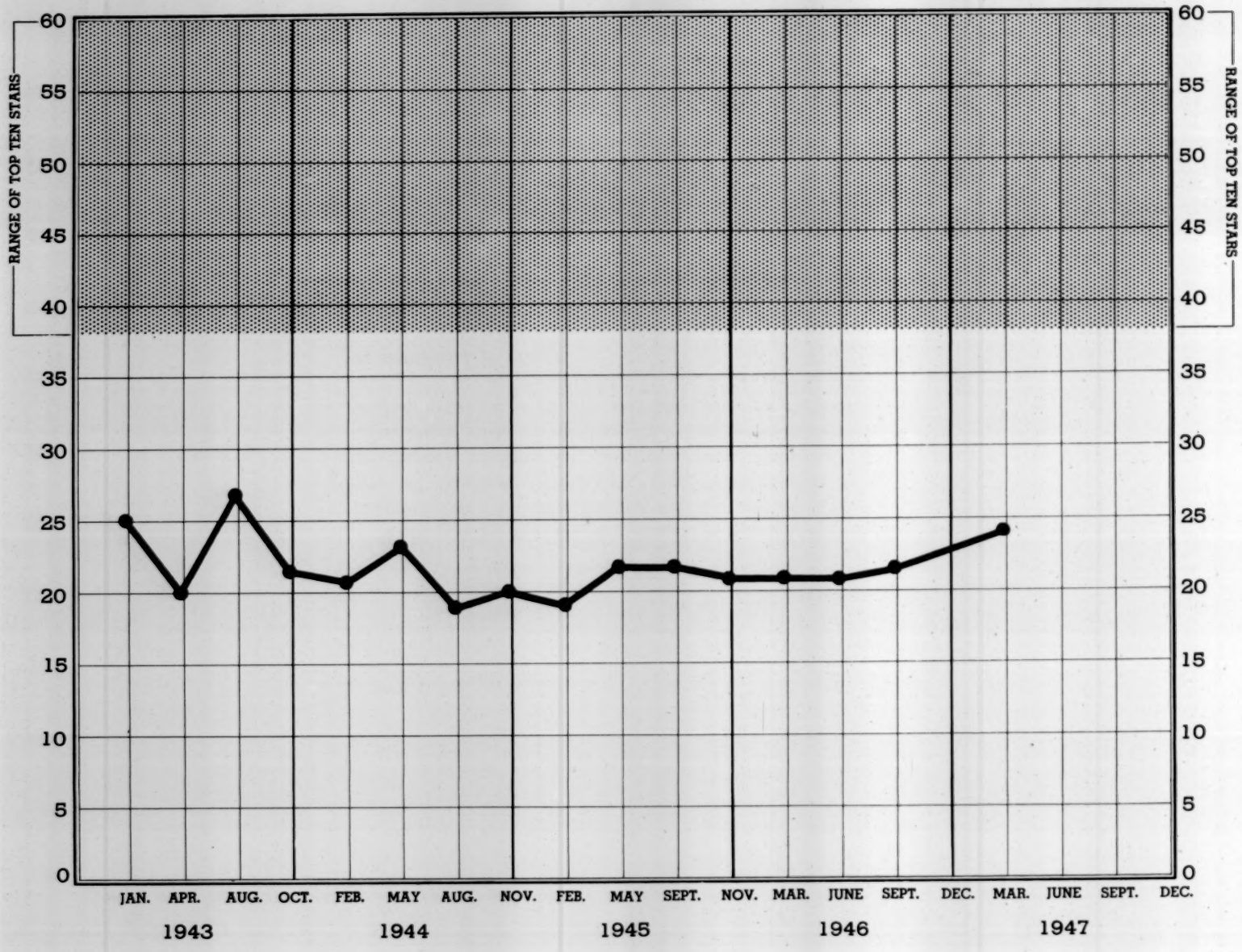
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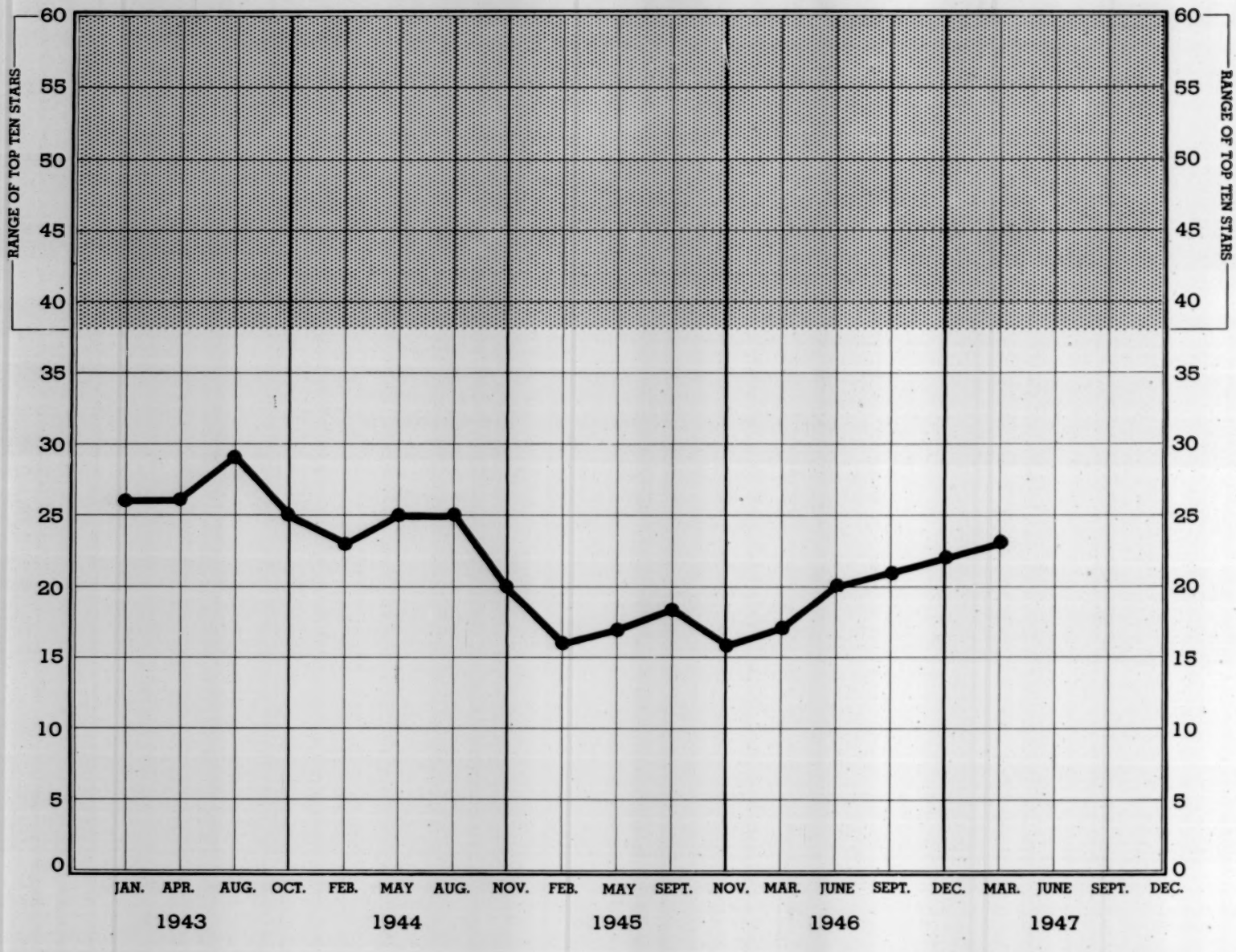
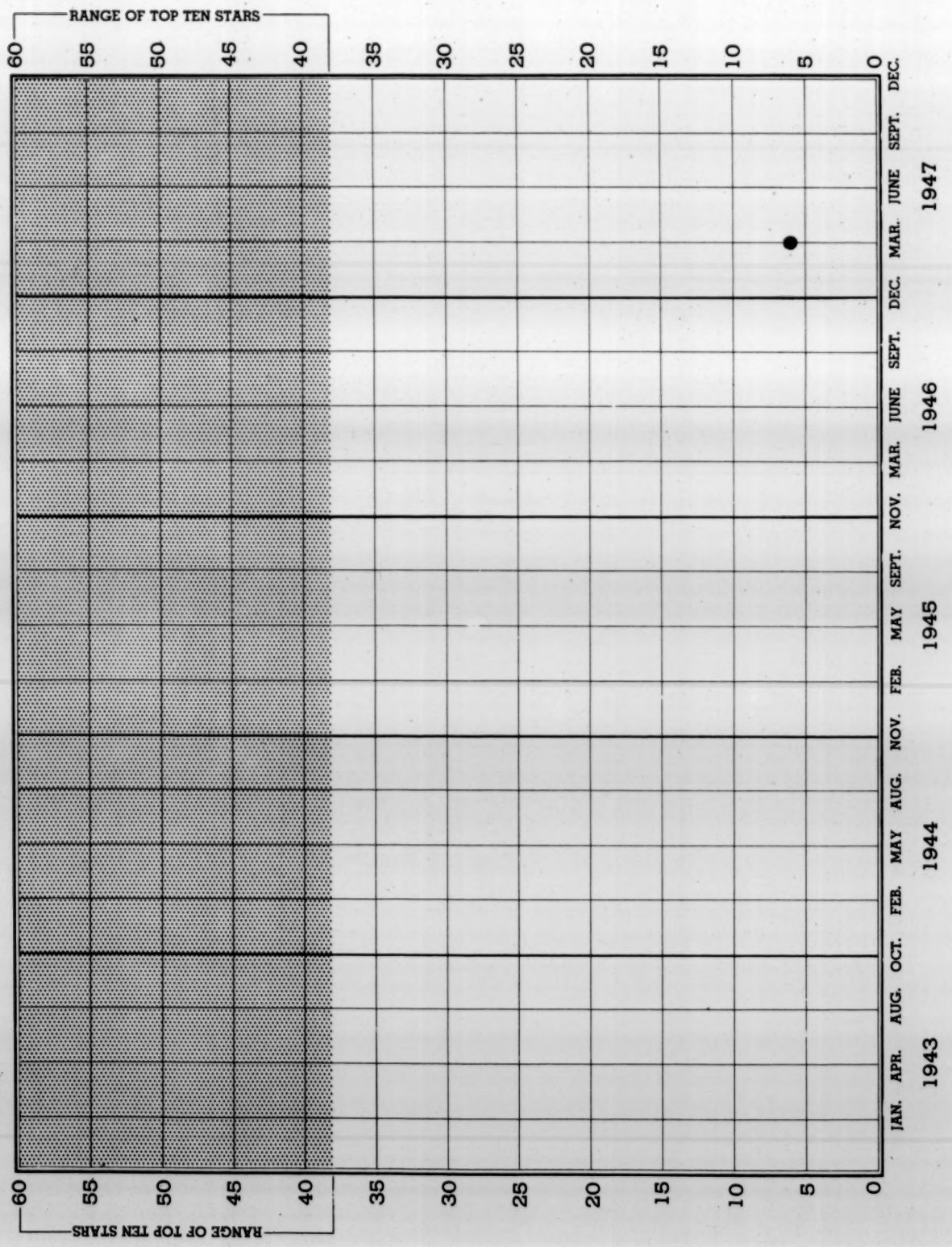
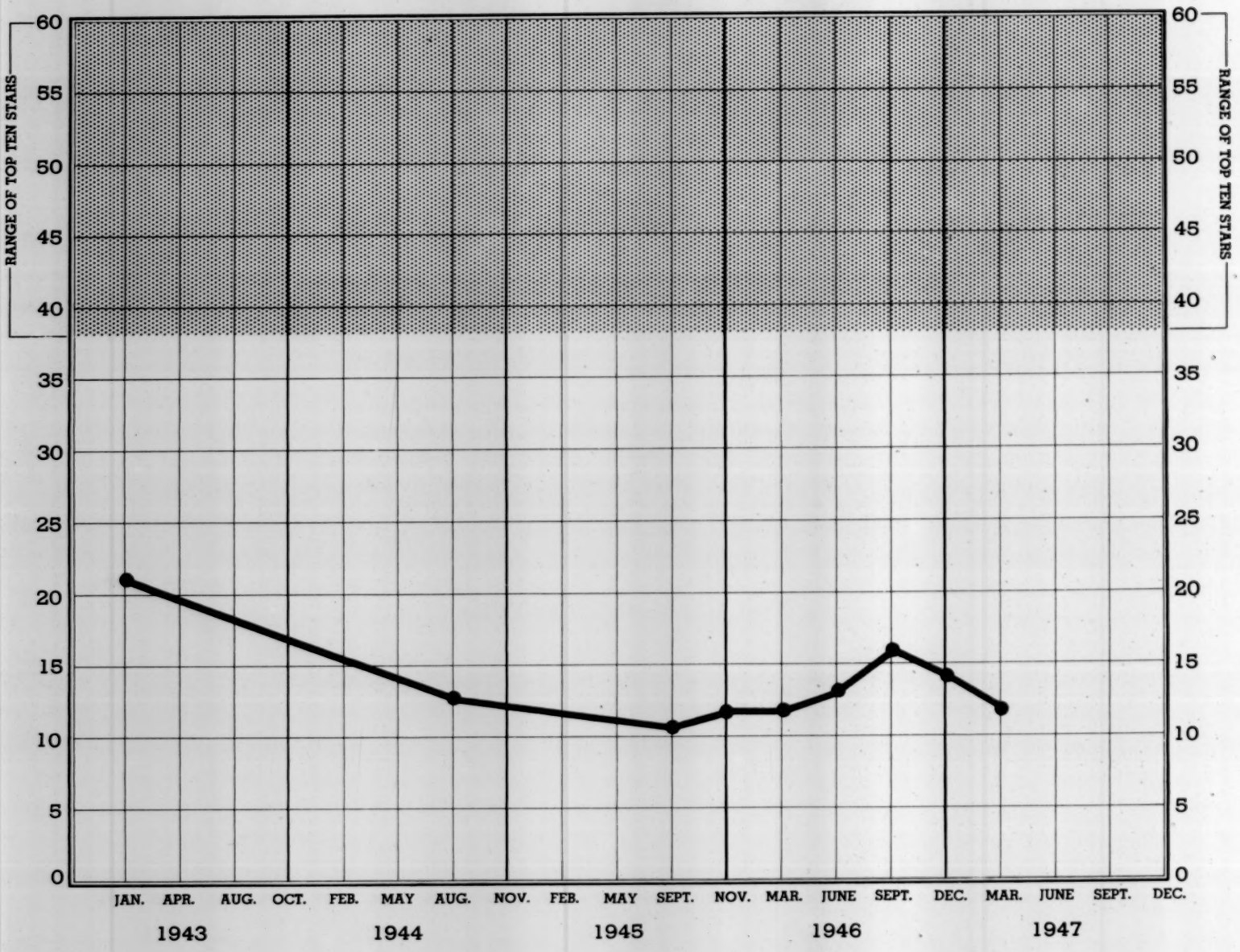


Dorothy LAMOUR

Burt LANCASTER

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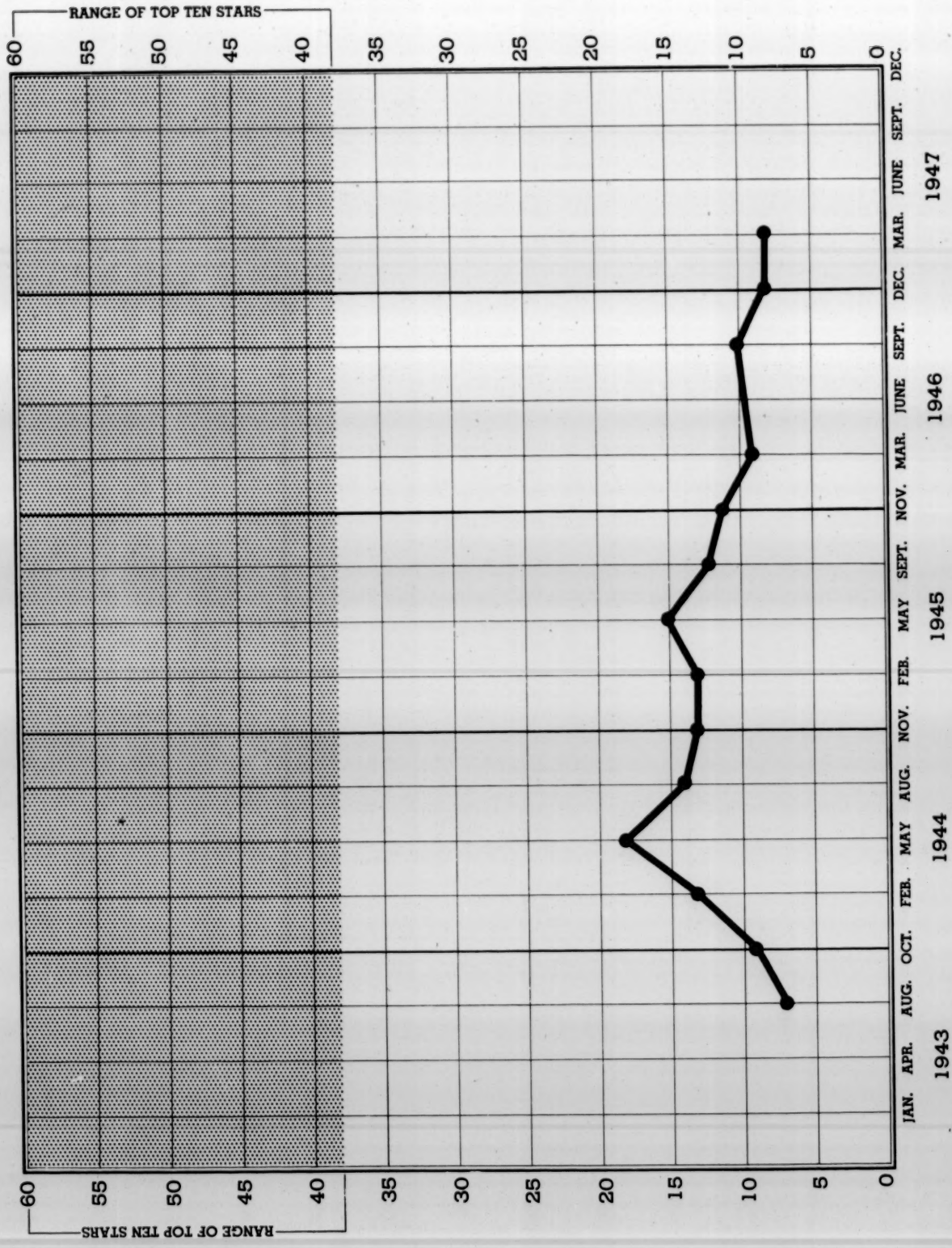
Myrna LOY

Paul LUKAS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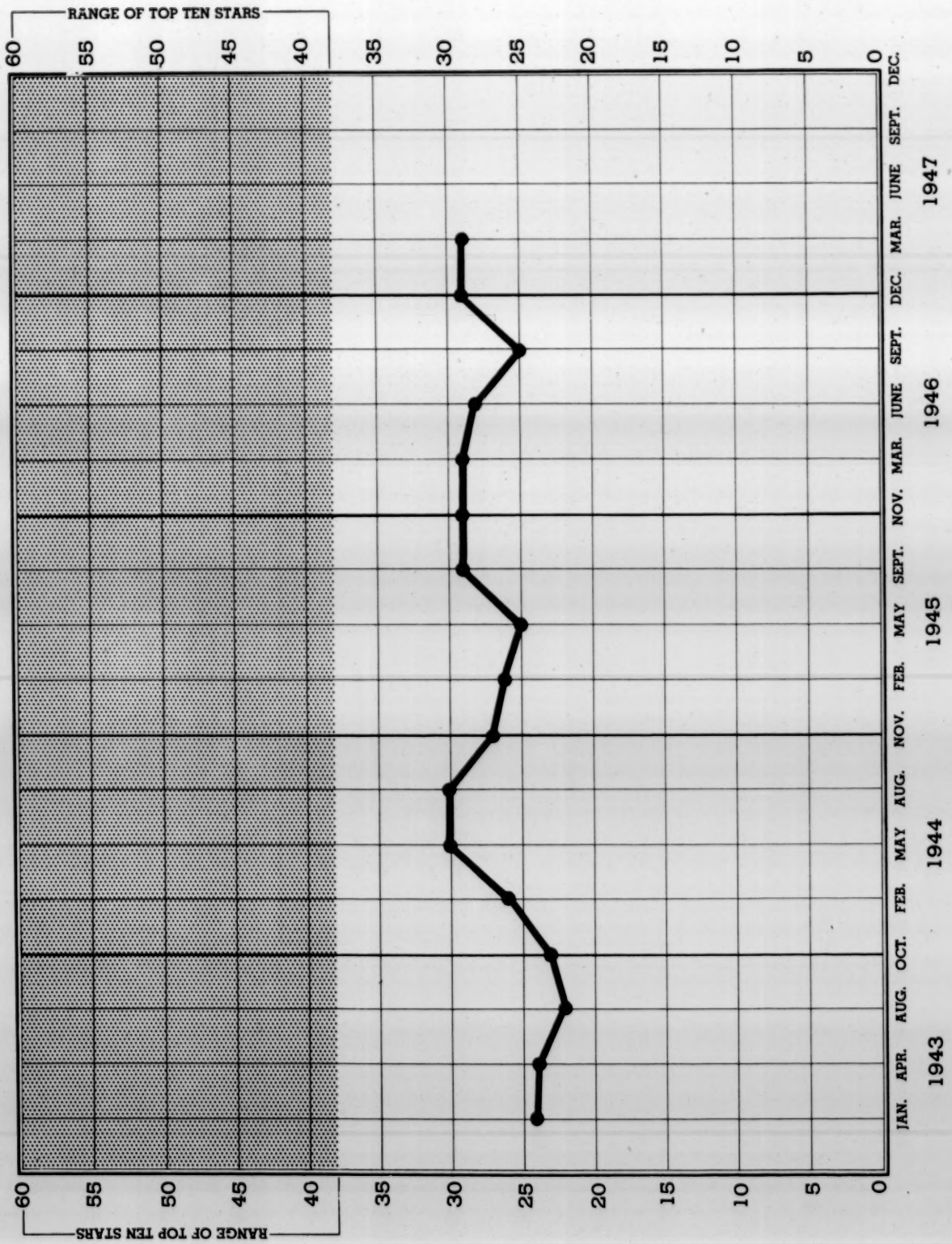
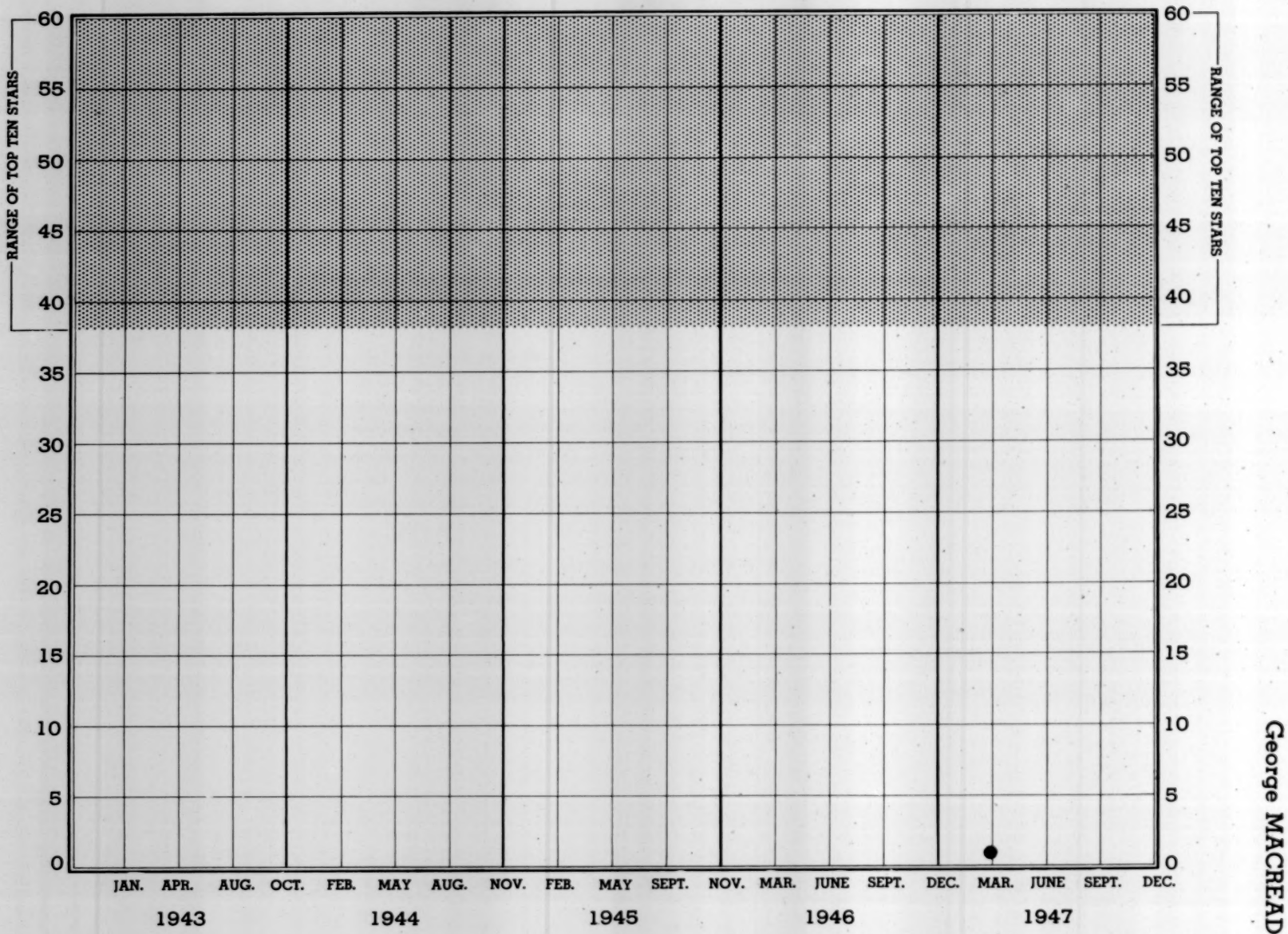
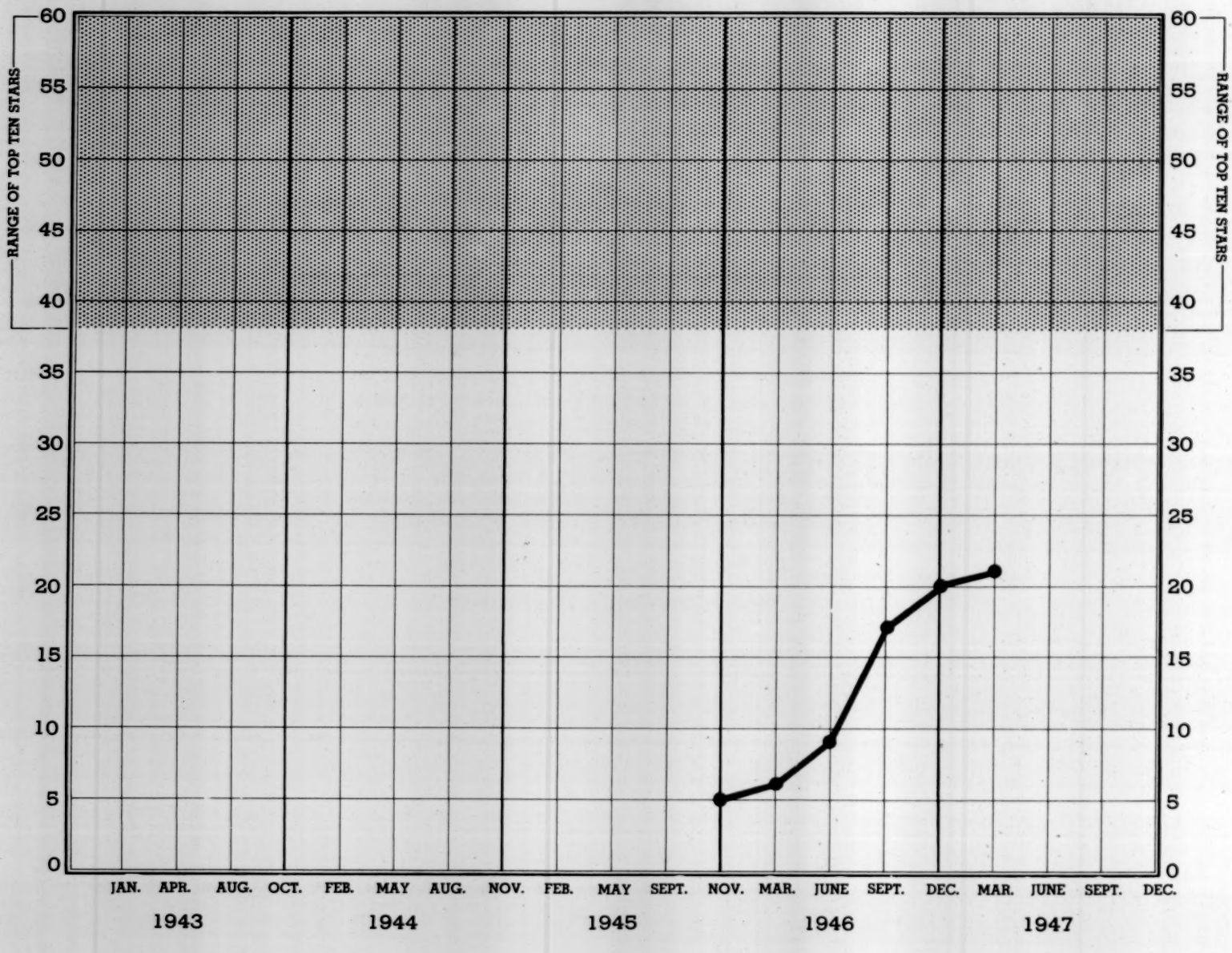
Fred MacMURRAY





George MACREADY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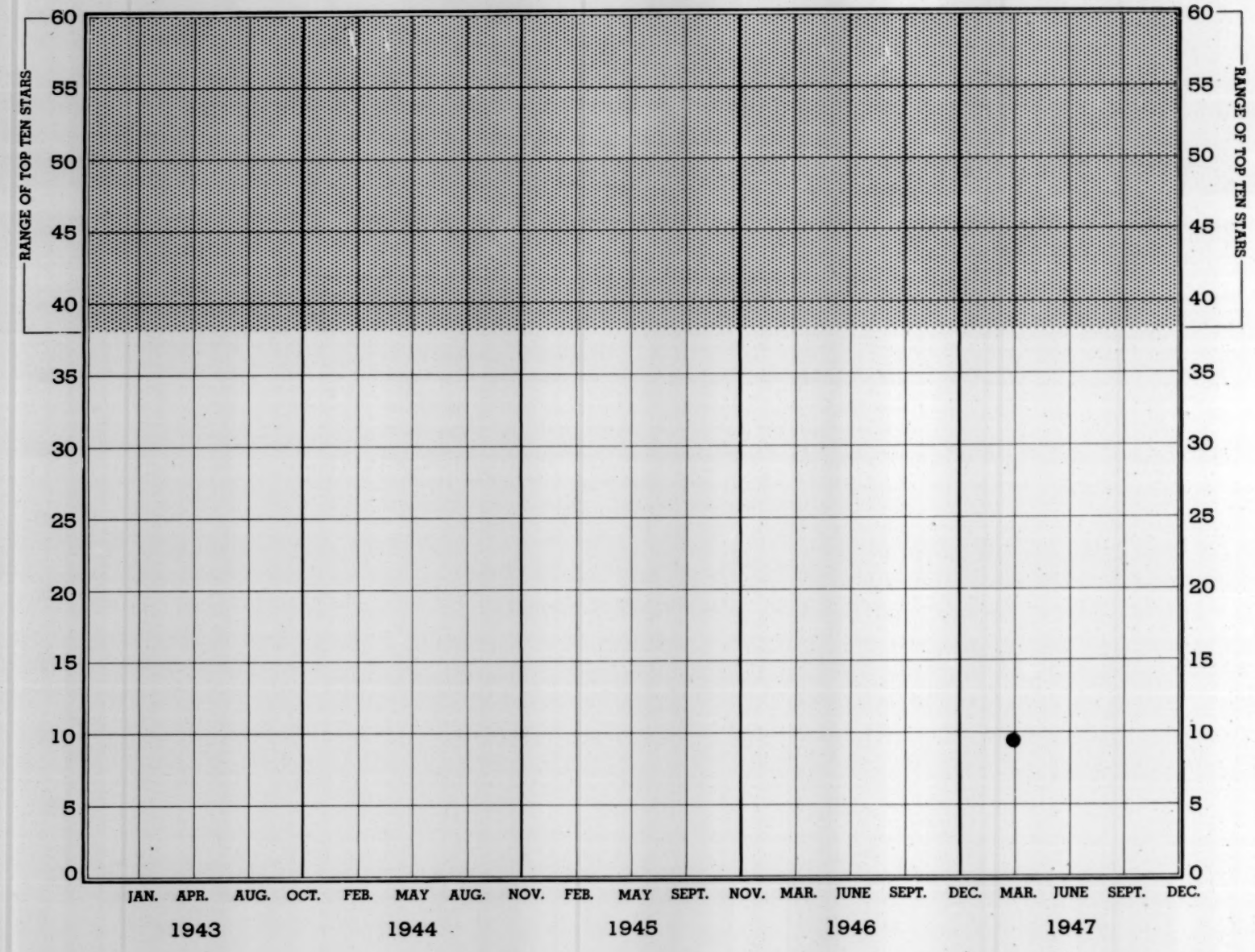
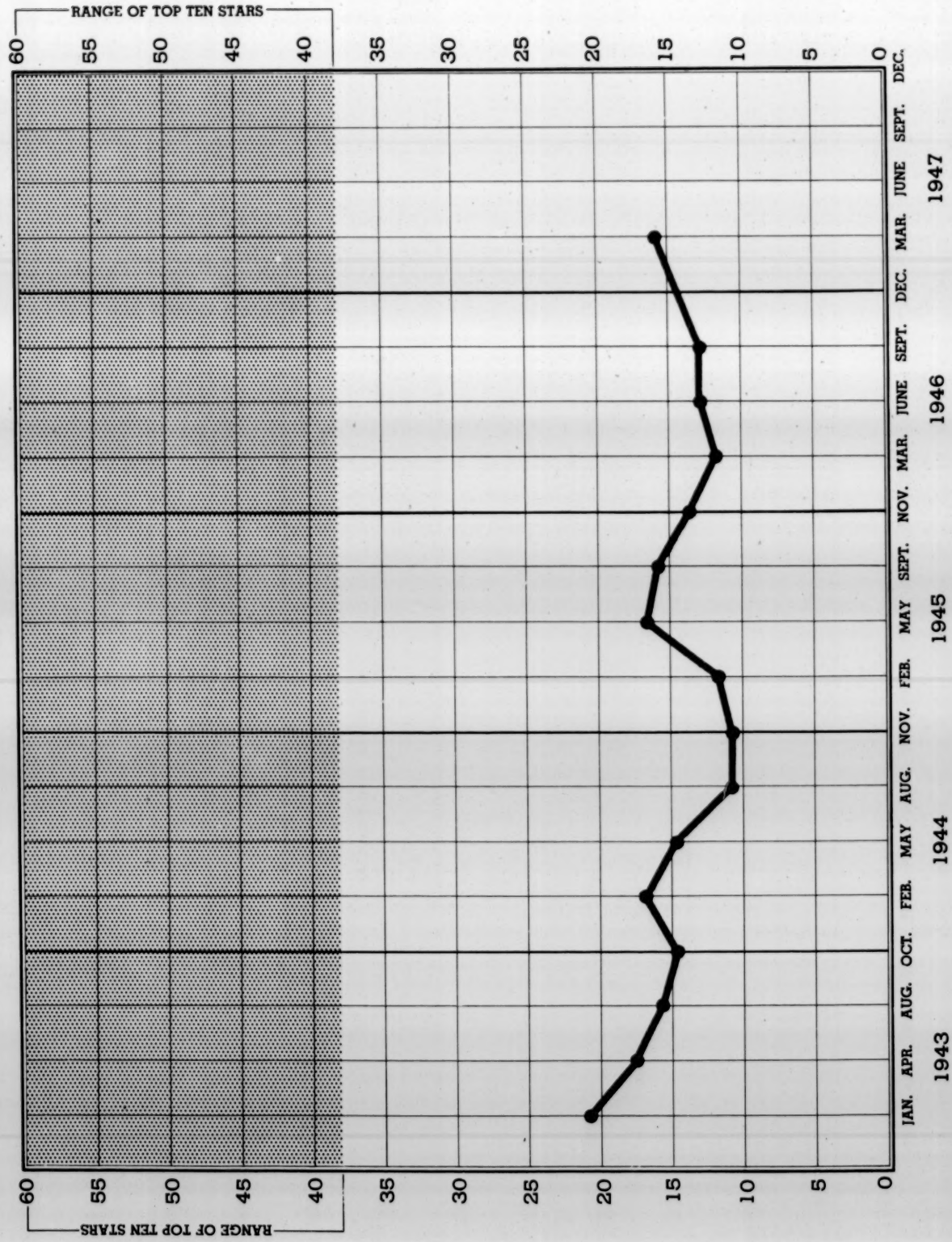
Guy MADISON

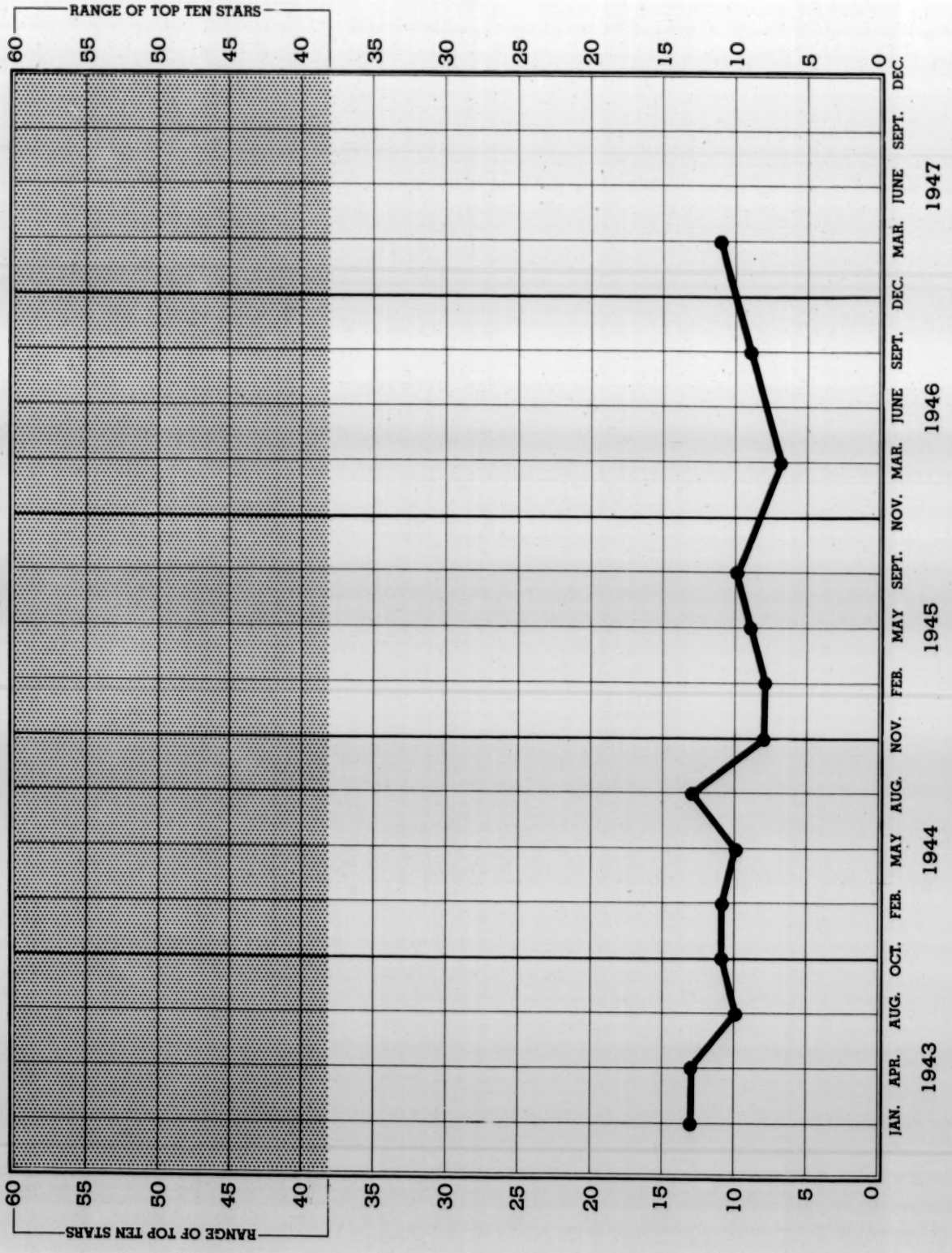


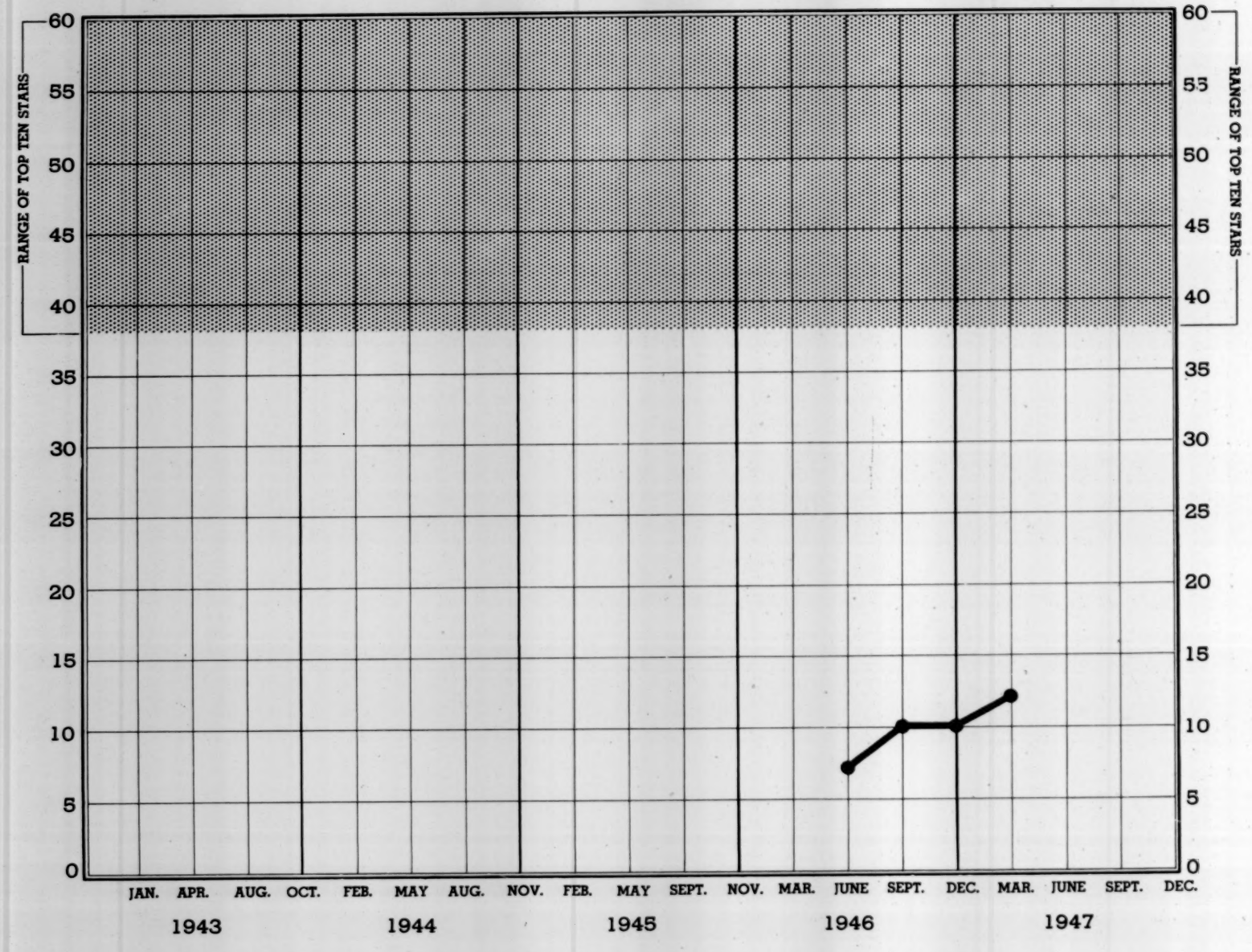
Marjorie MAIN

Fredric MARCH

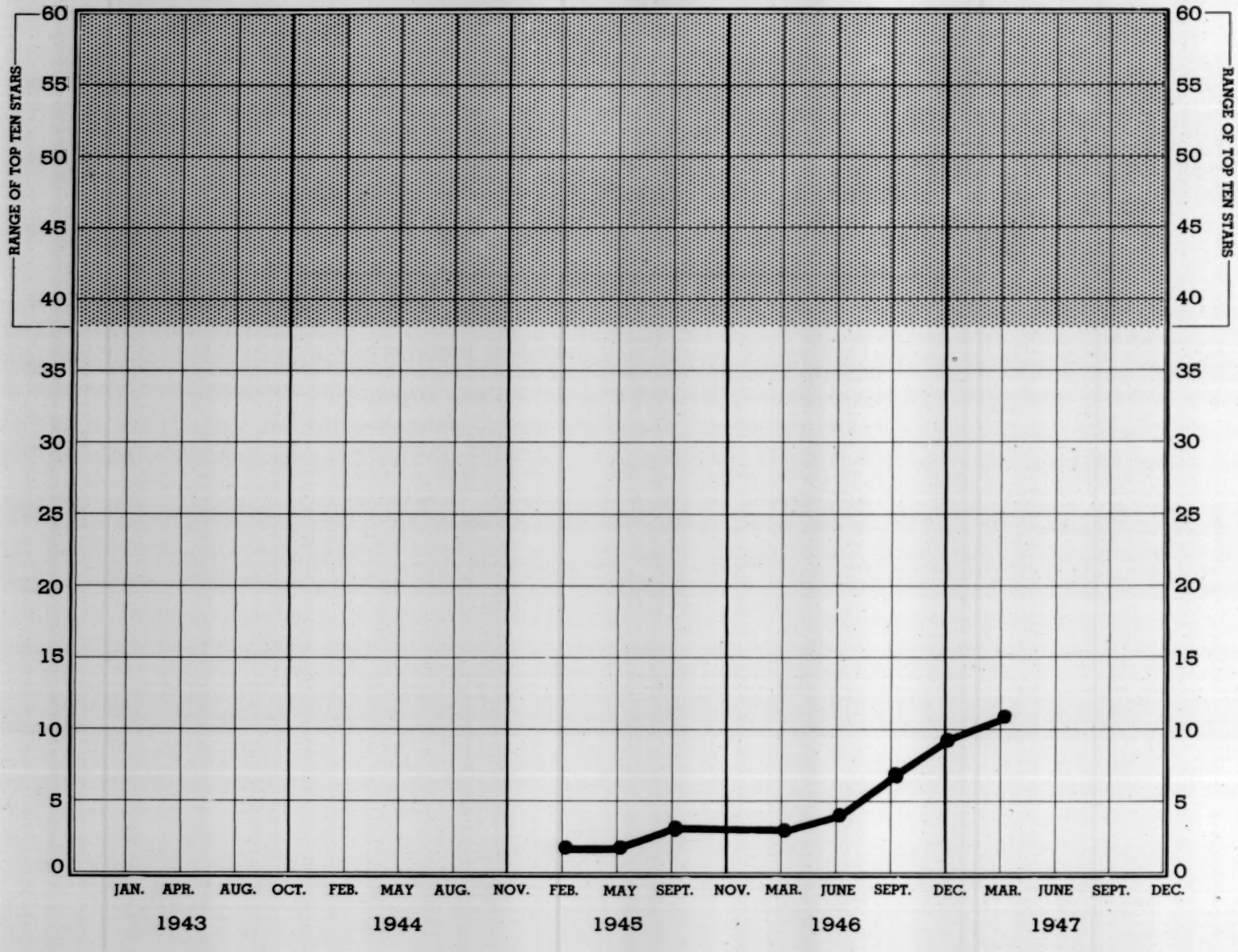


Herbert MARSHALL



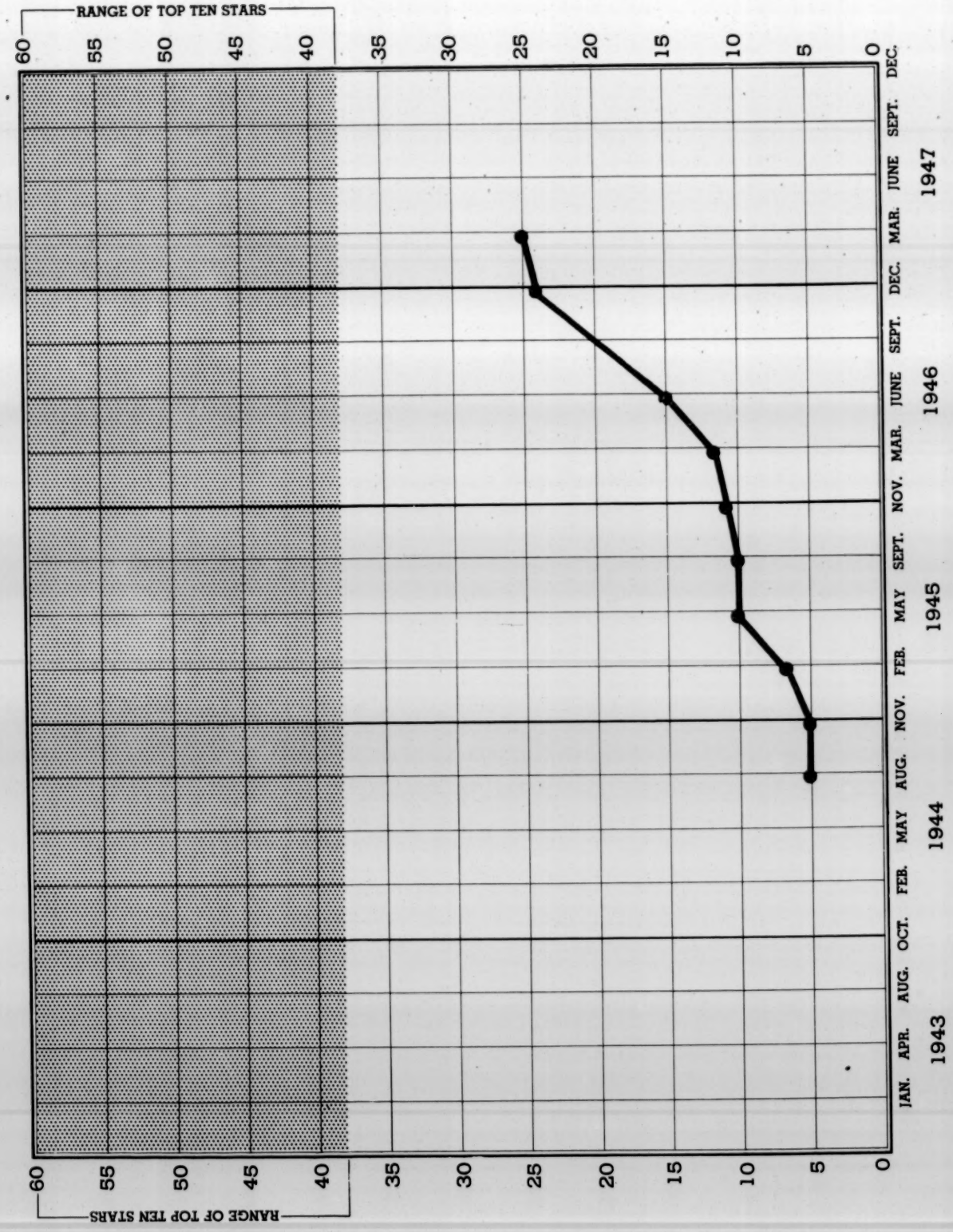


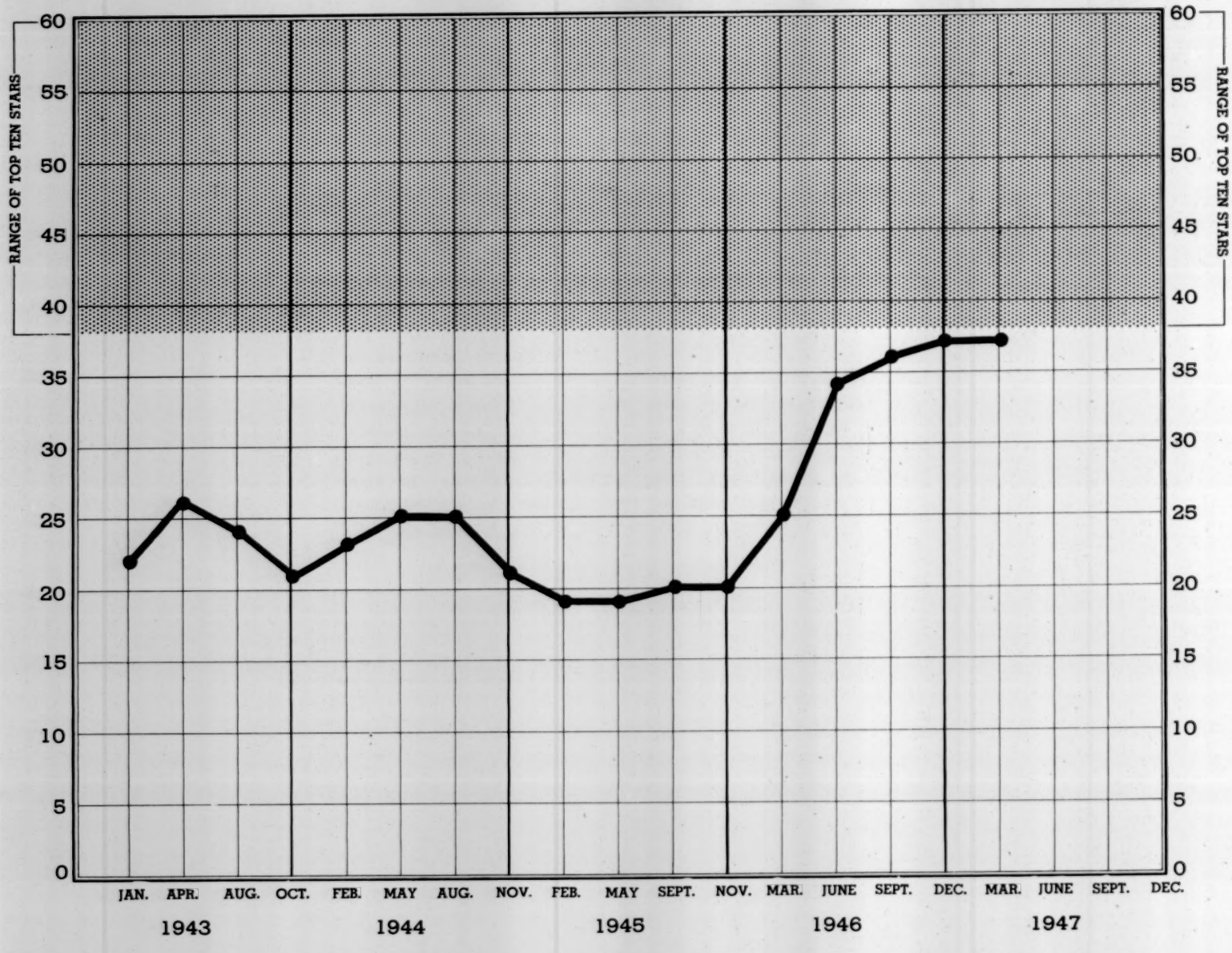
Victor MATURE



Virginia MAYO

Dorothy McGUIRE

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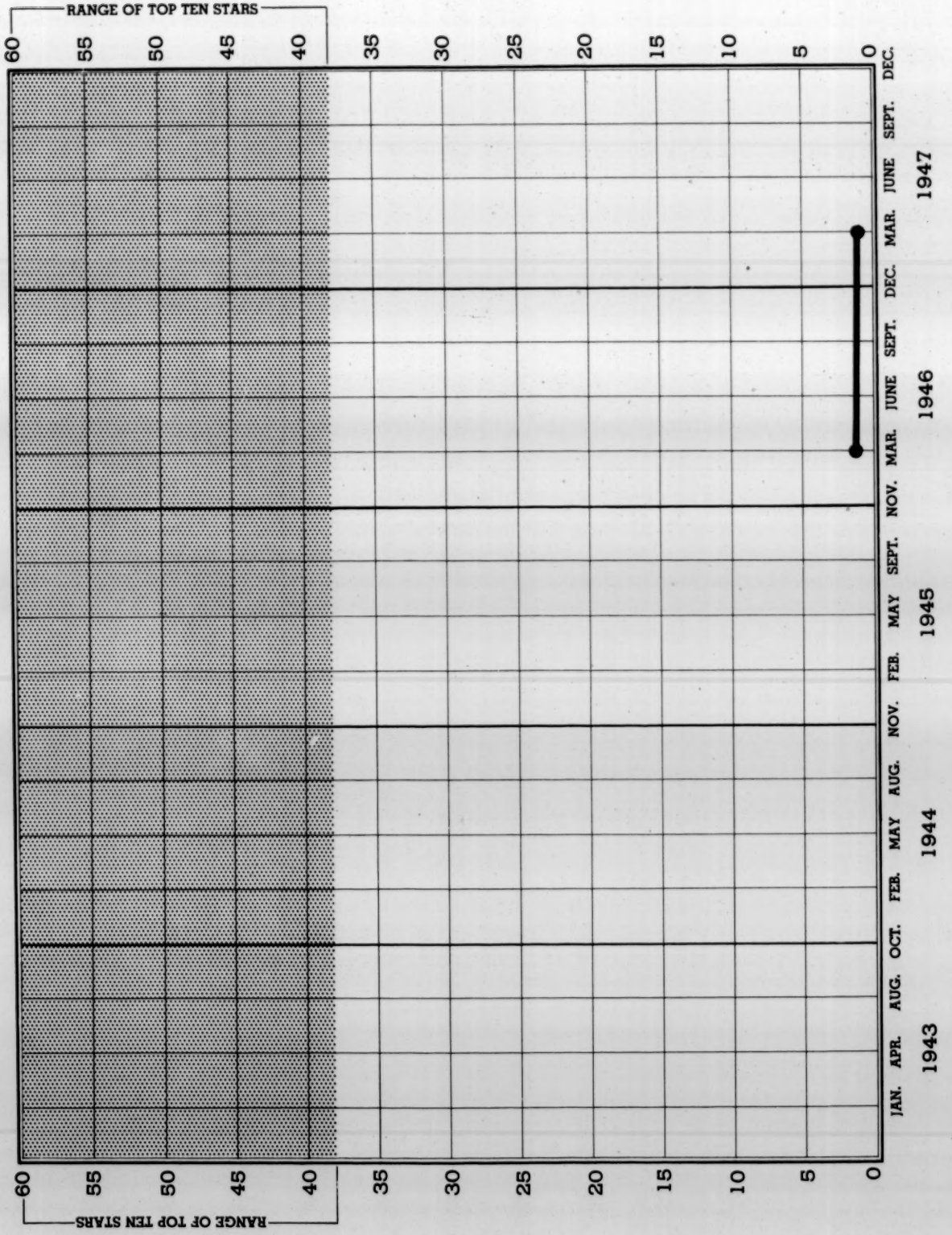
Ray MILLAND

John MILLS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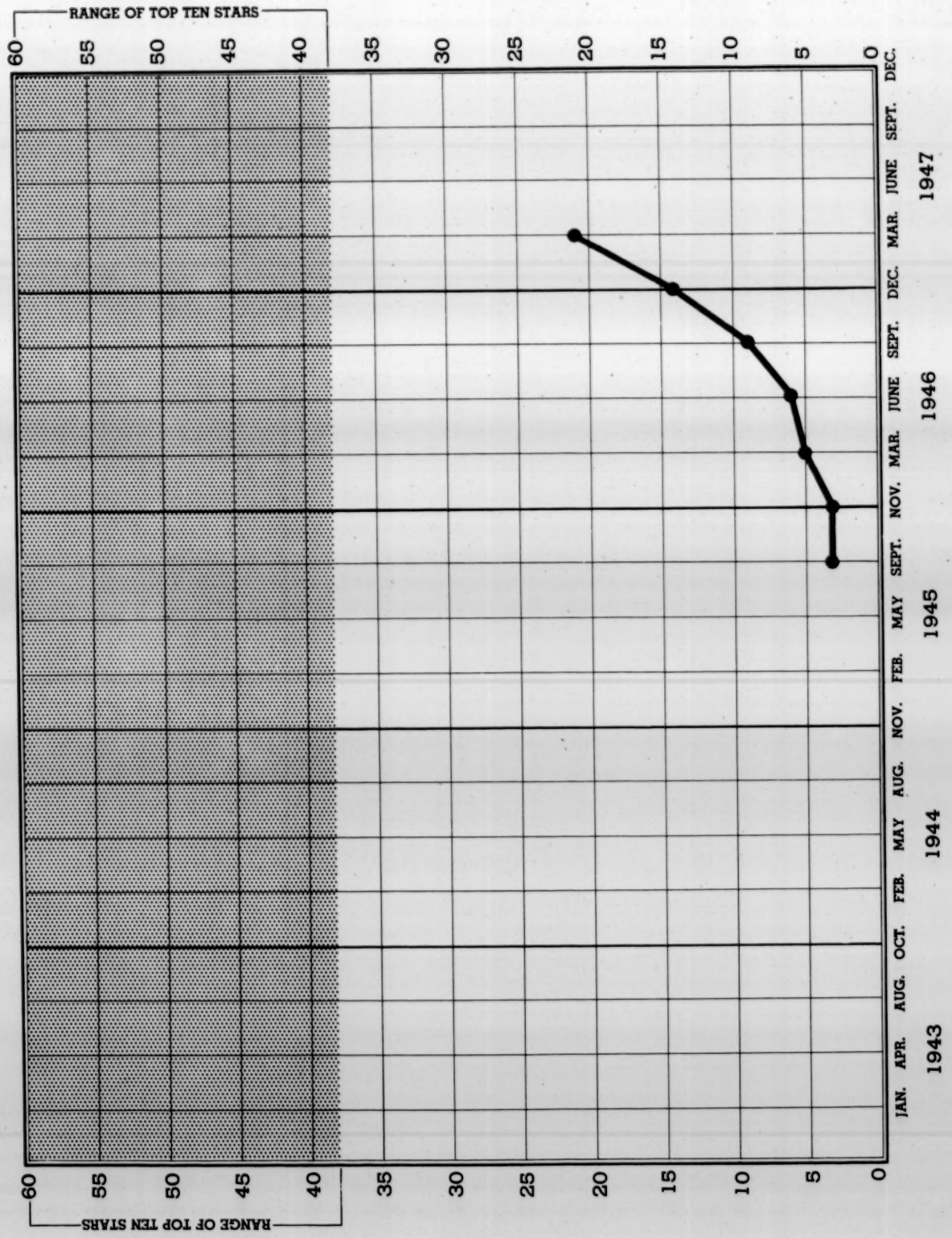
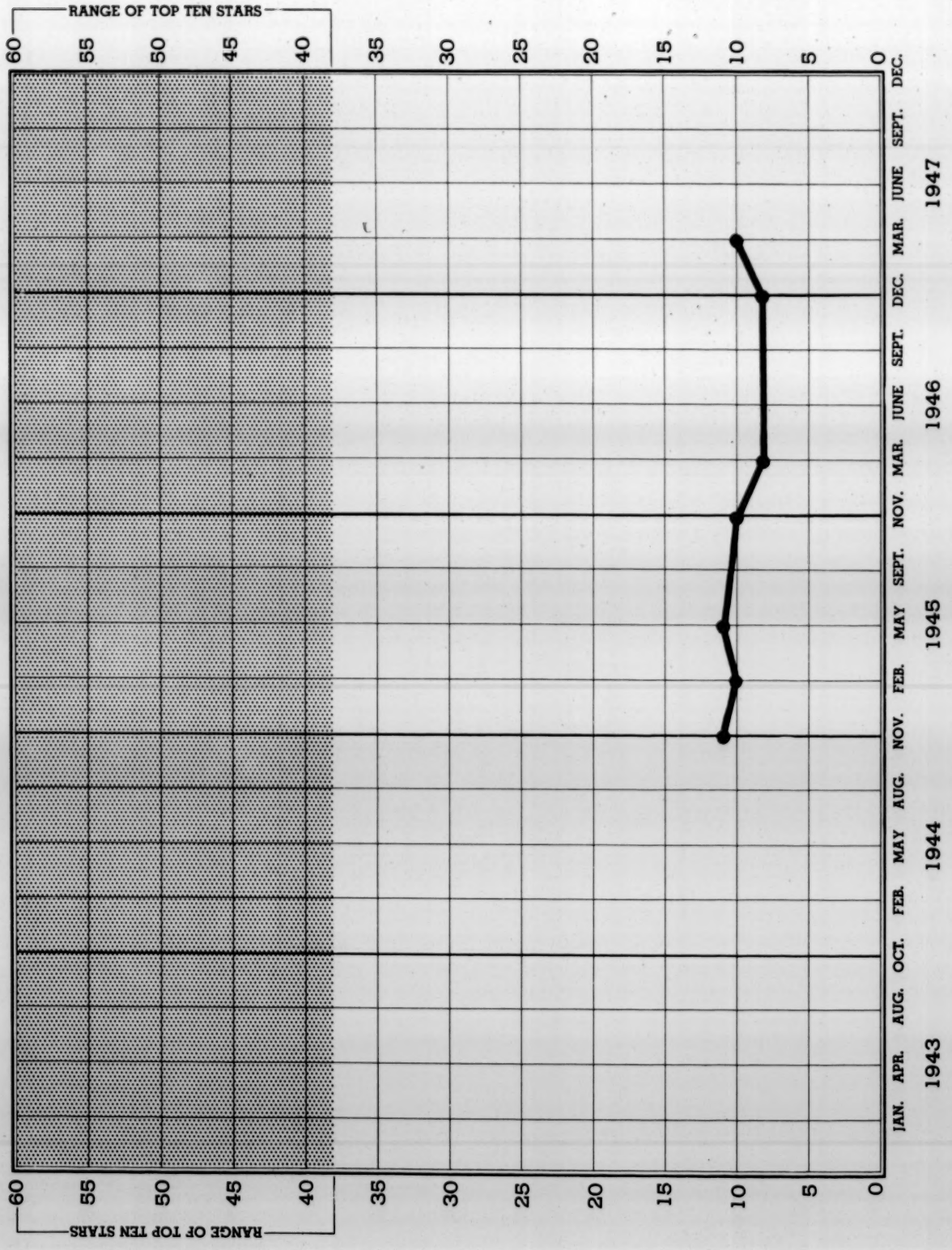
Robert MITCHUM



Maria MONTEZ



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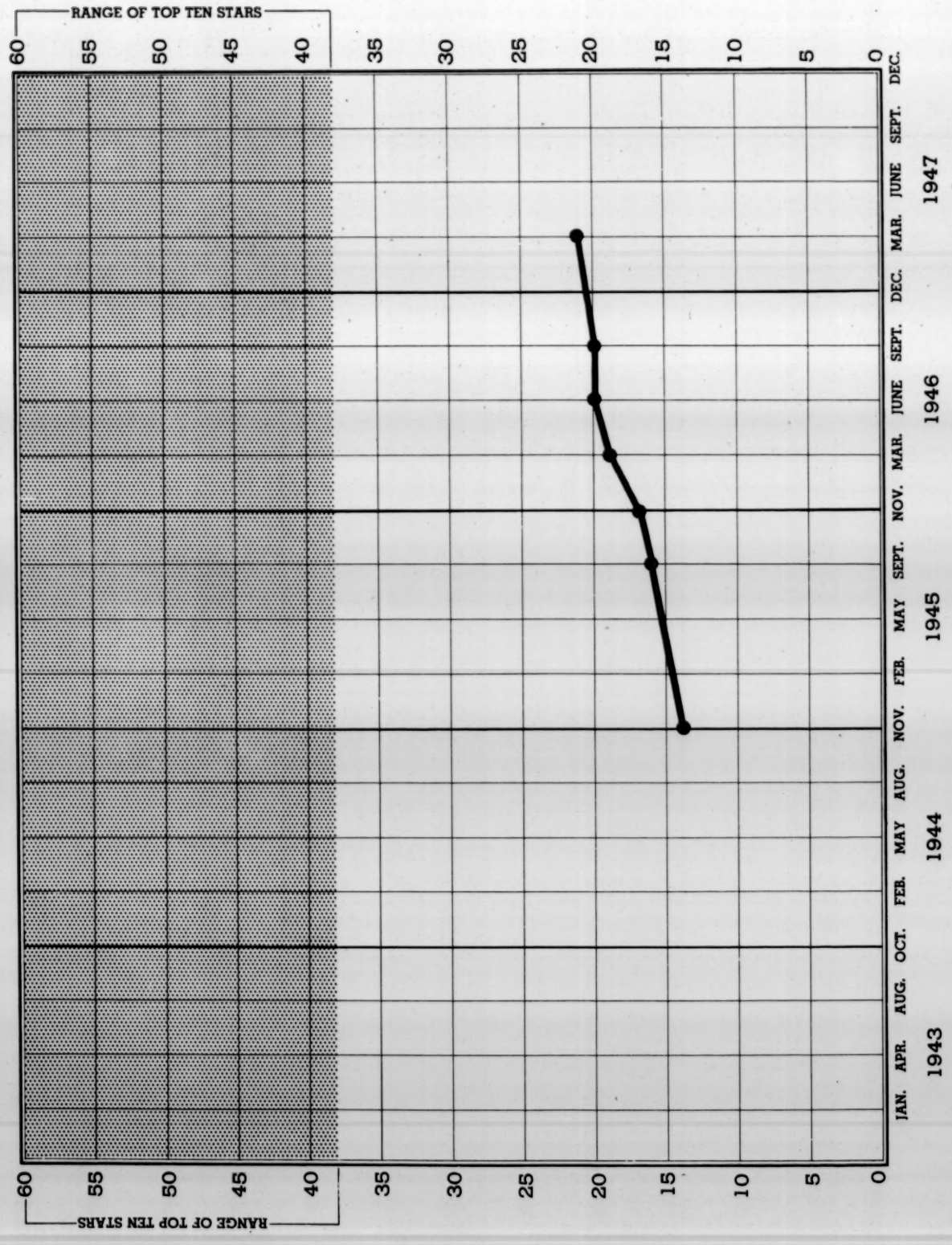
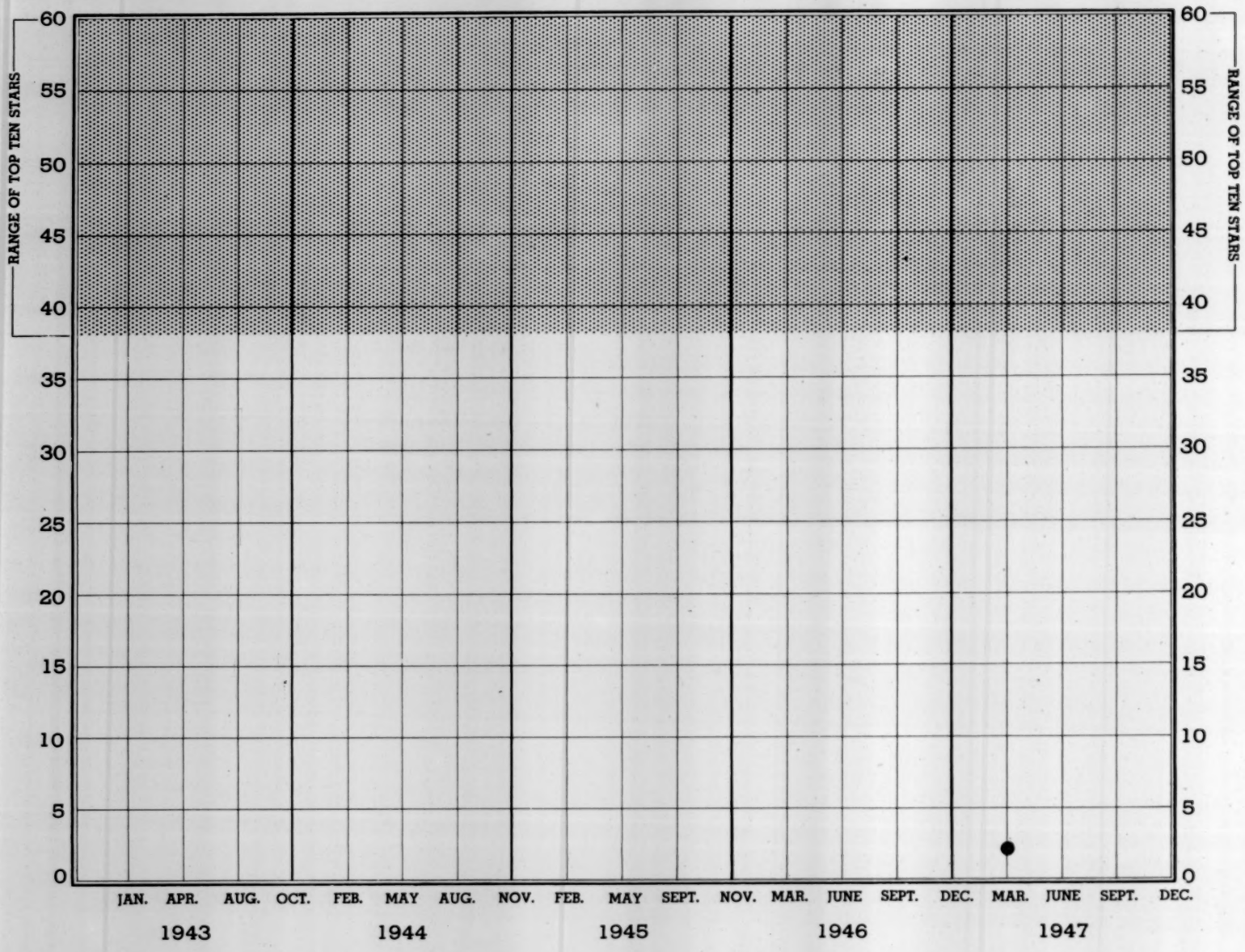
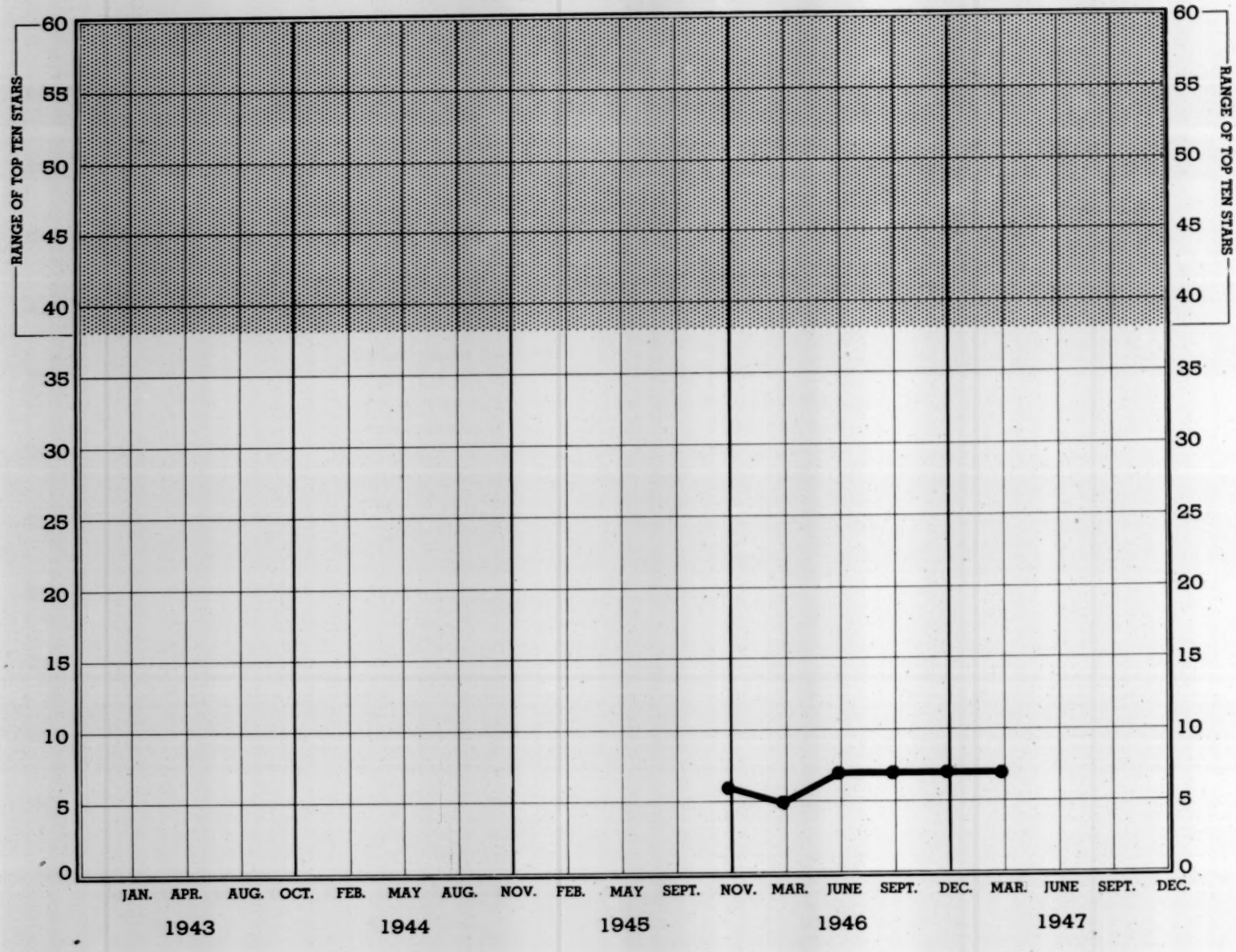




Dolores MORAN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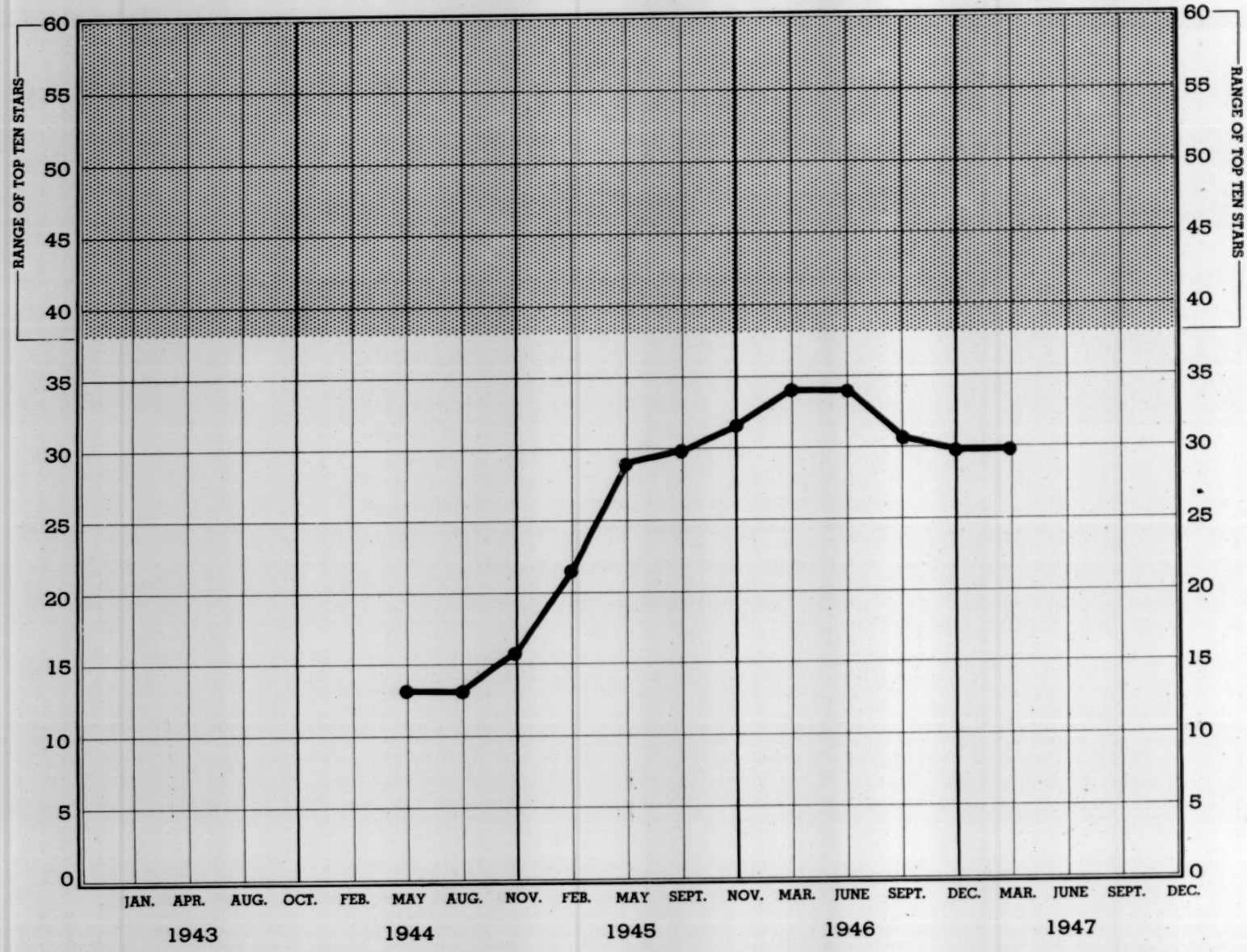
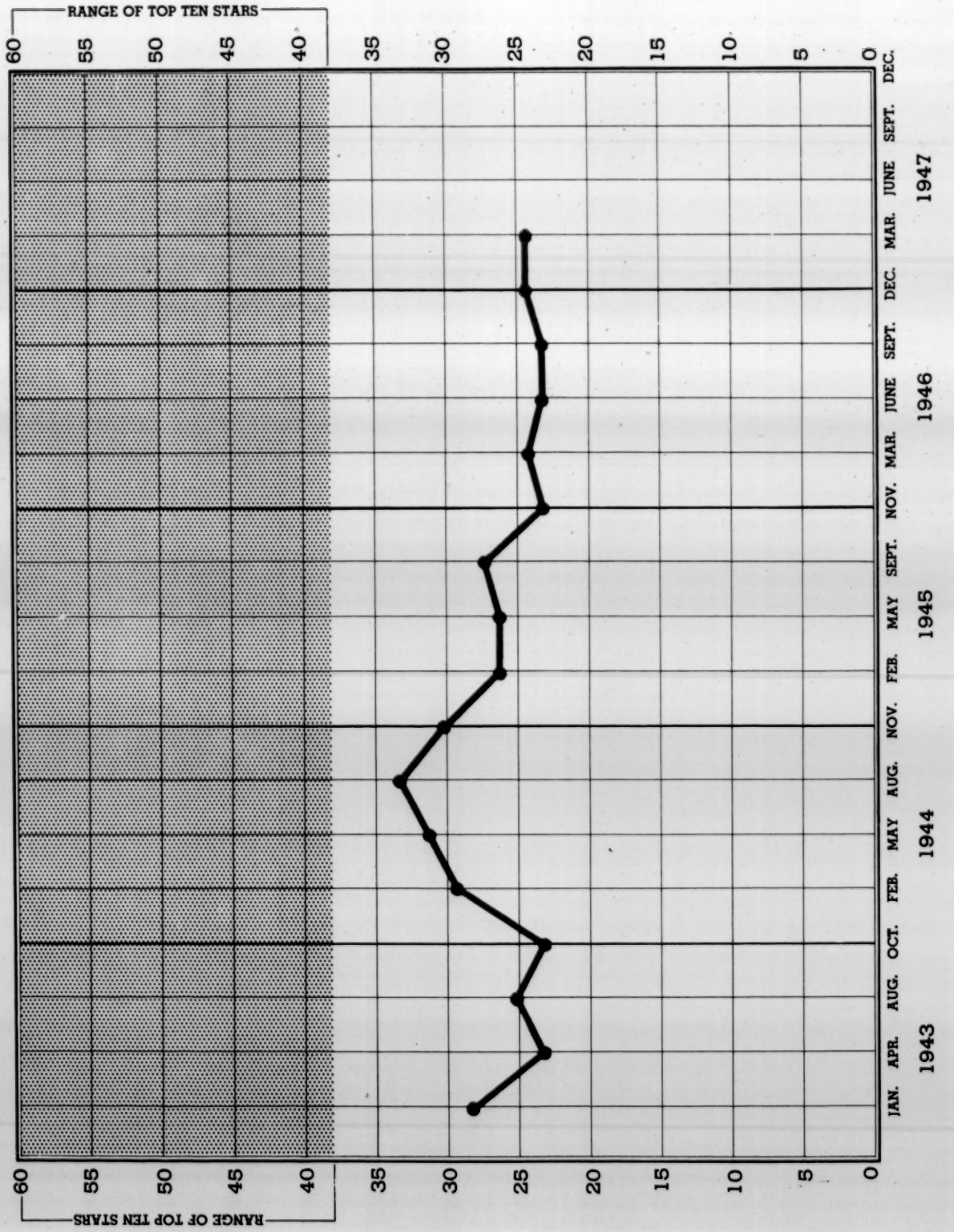
David NIVEN



Margaret O'BRIEN

Pat O'BRIEN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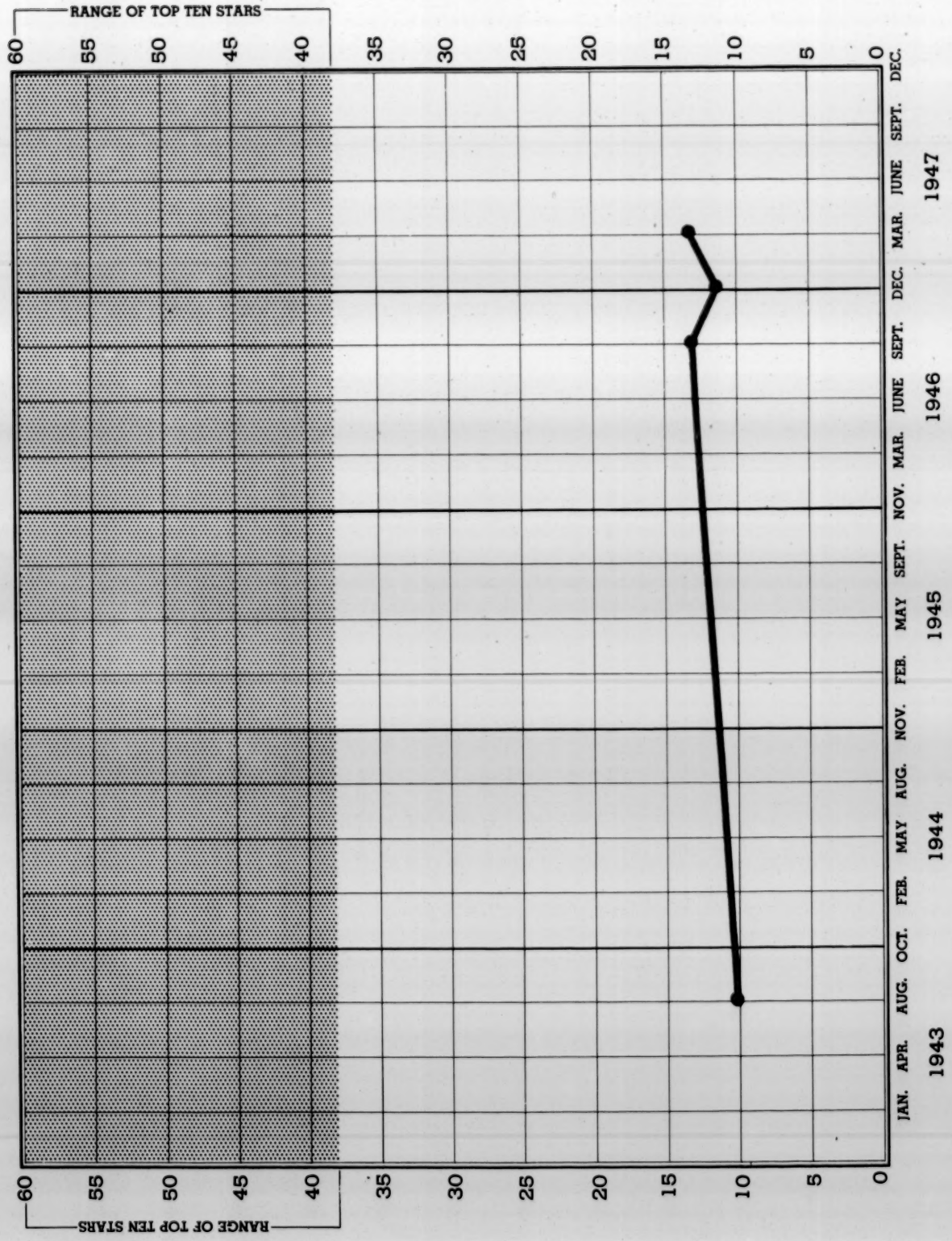
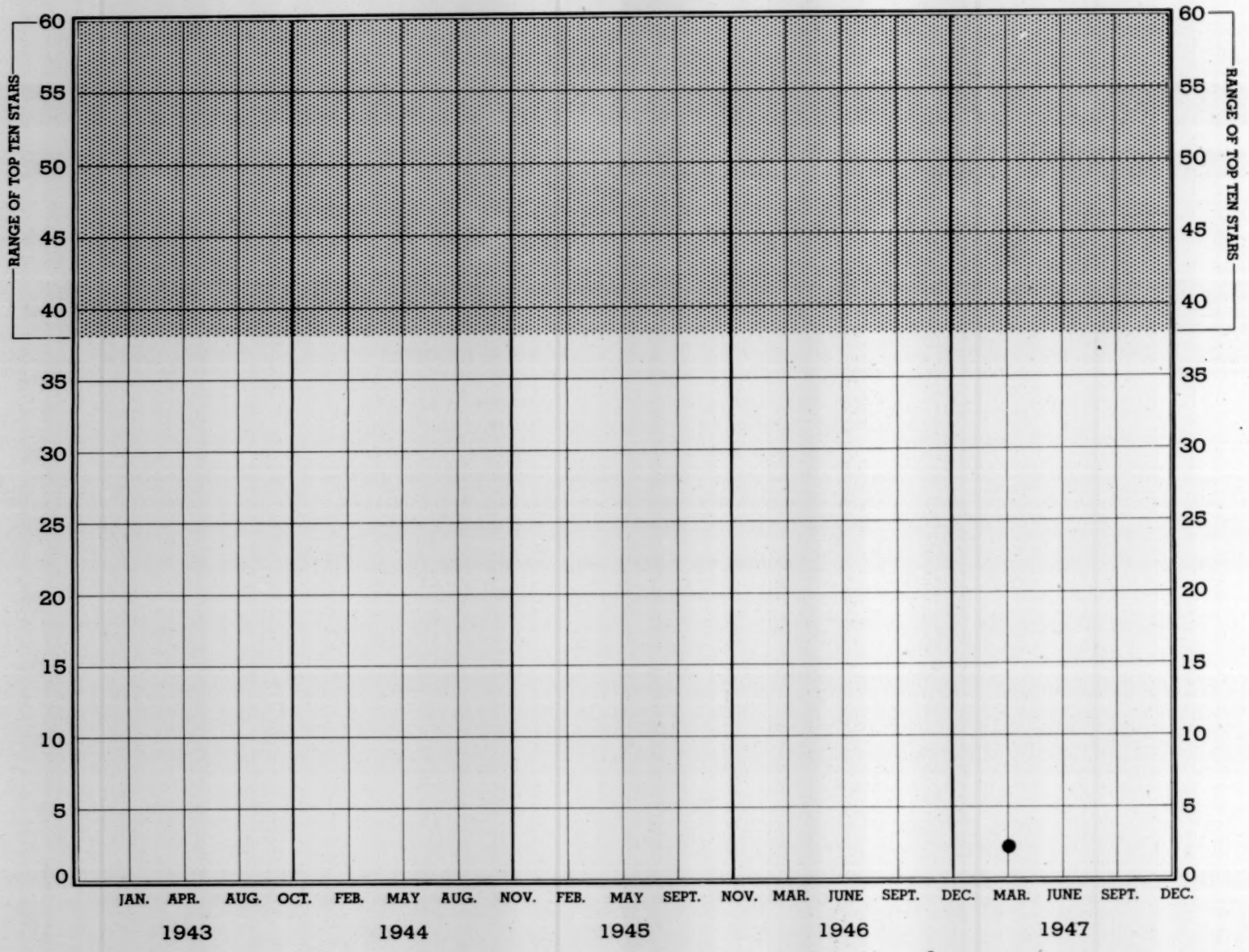
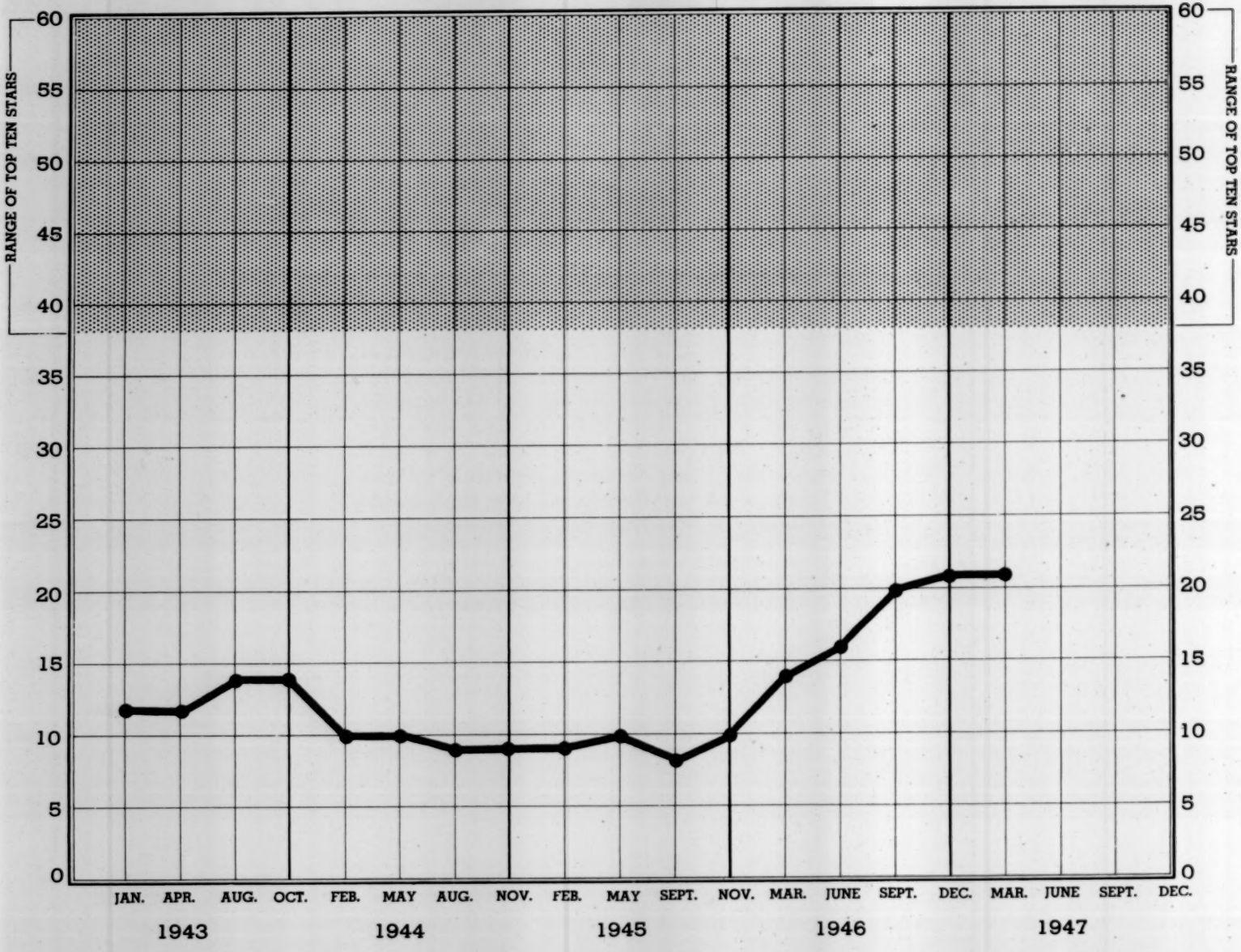
Donald O'CONNOR



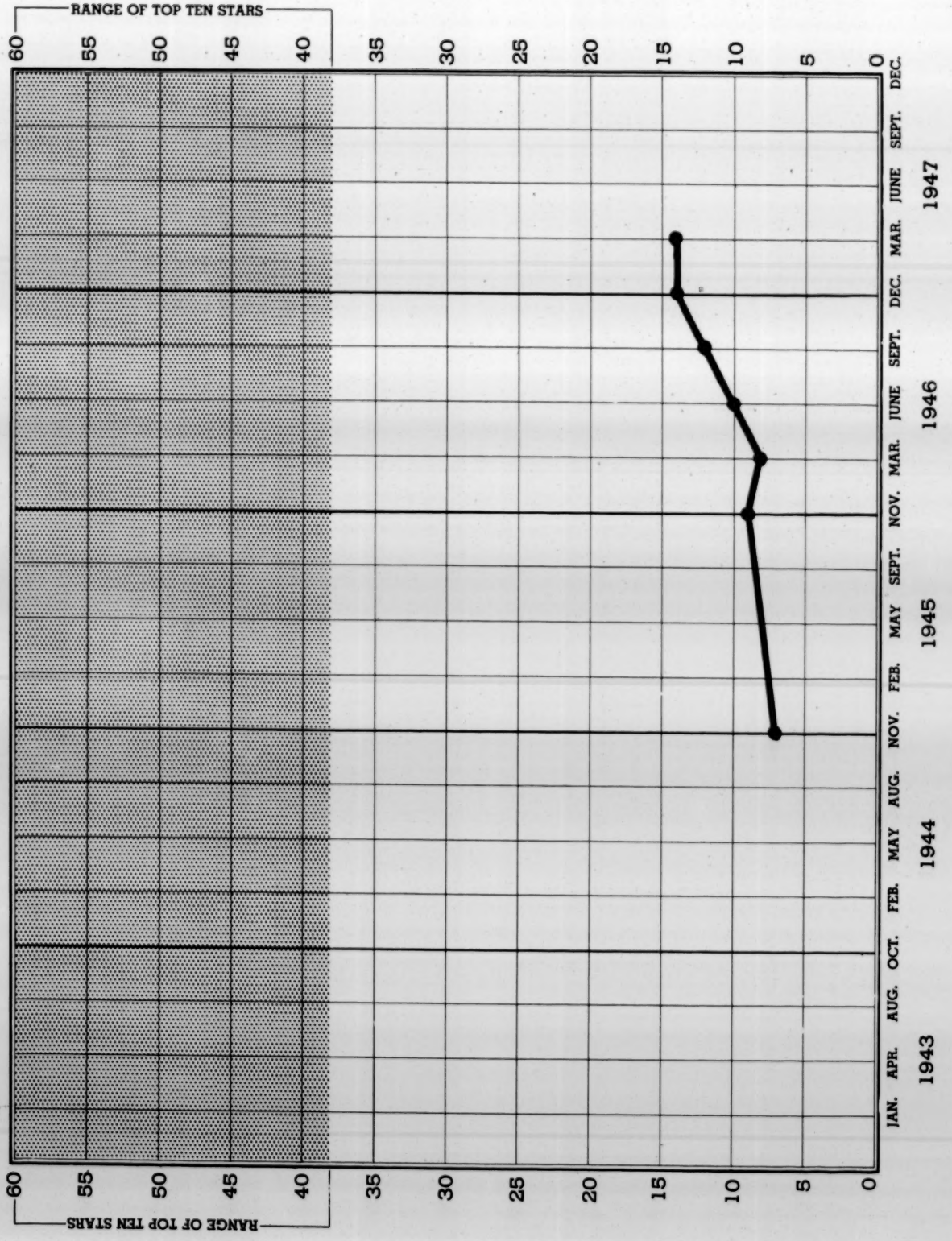


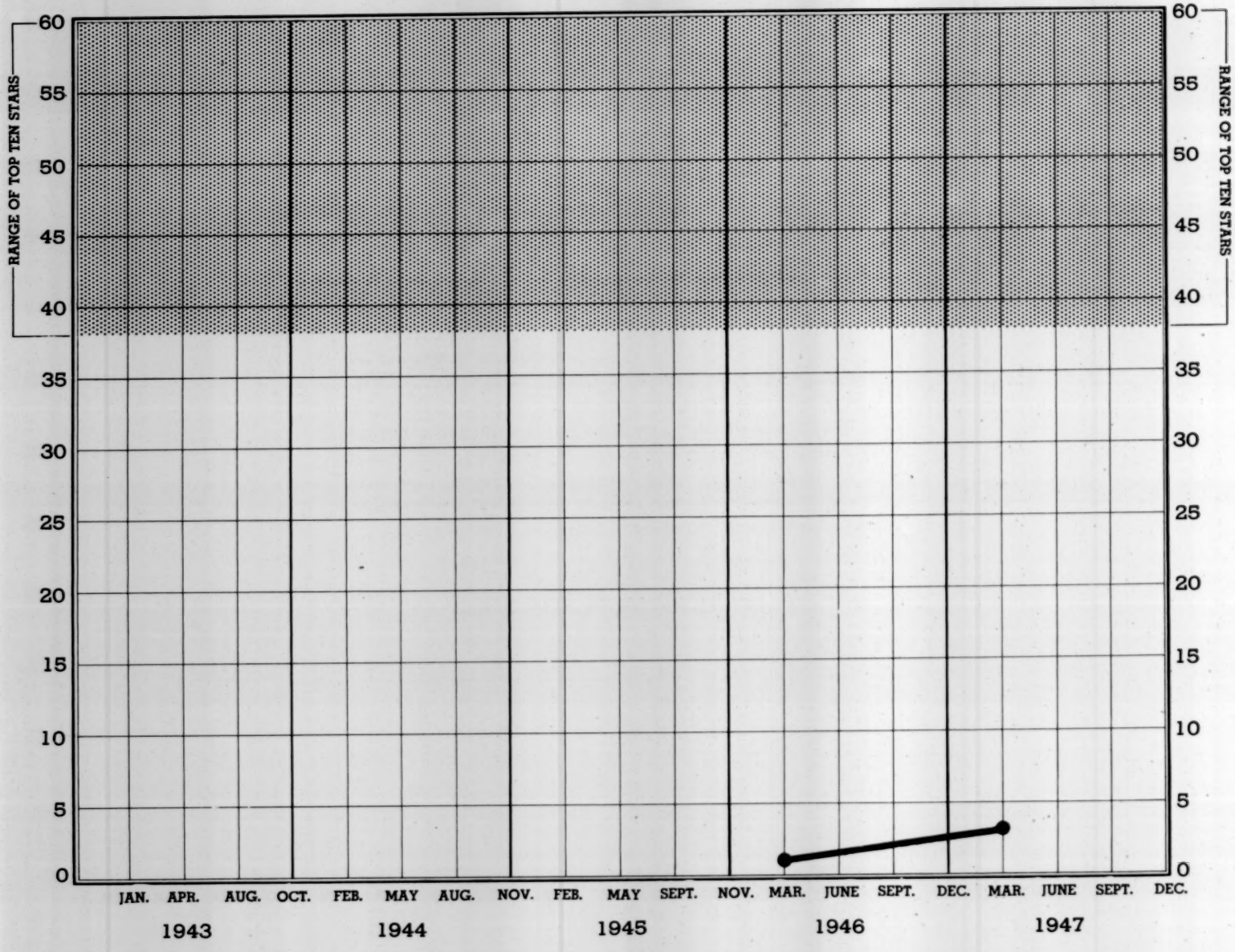
Cathy O'DONNELL



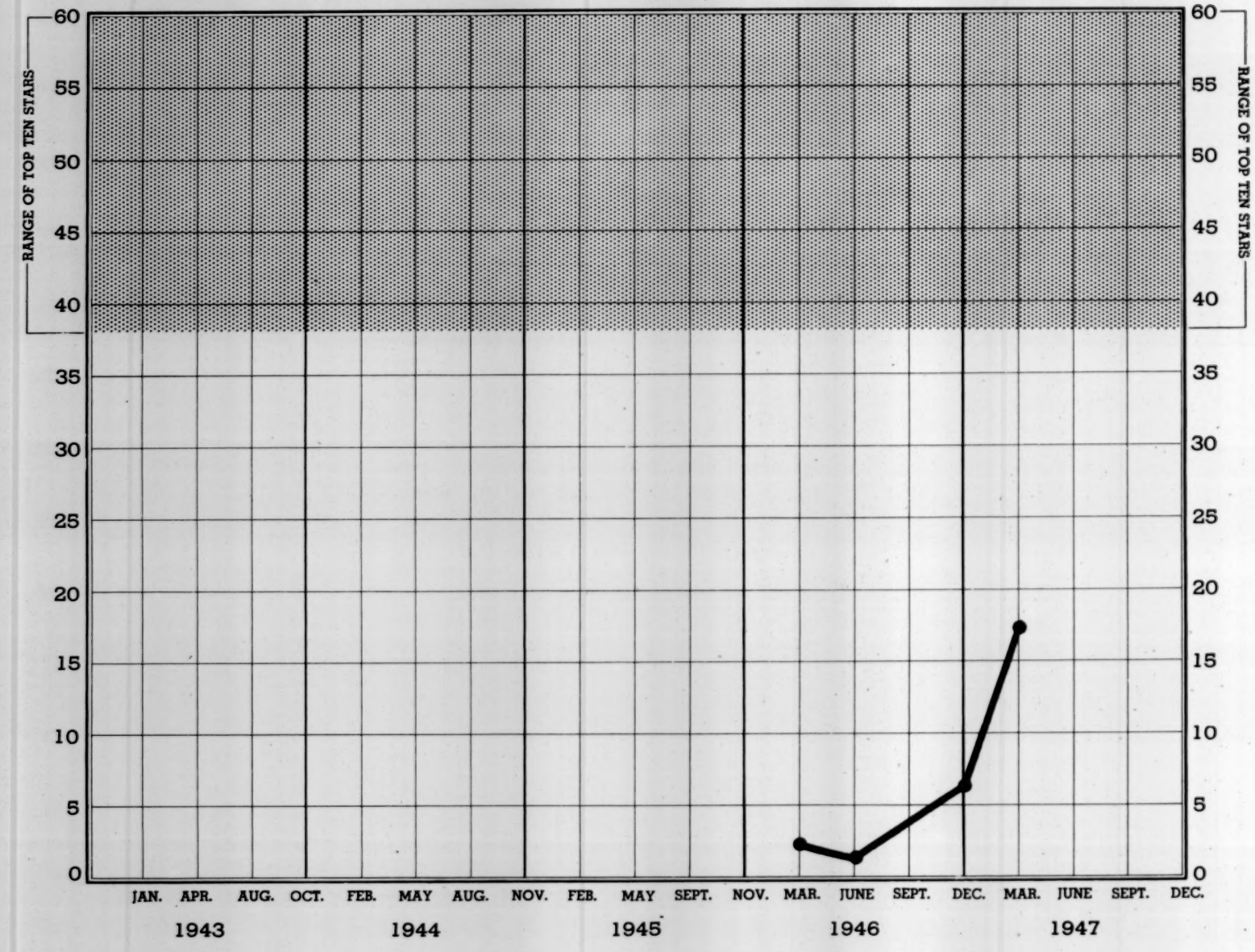
Maureen O'HARA

Laurence OLIVIER





Willard PARKER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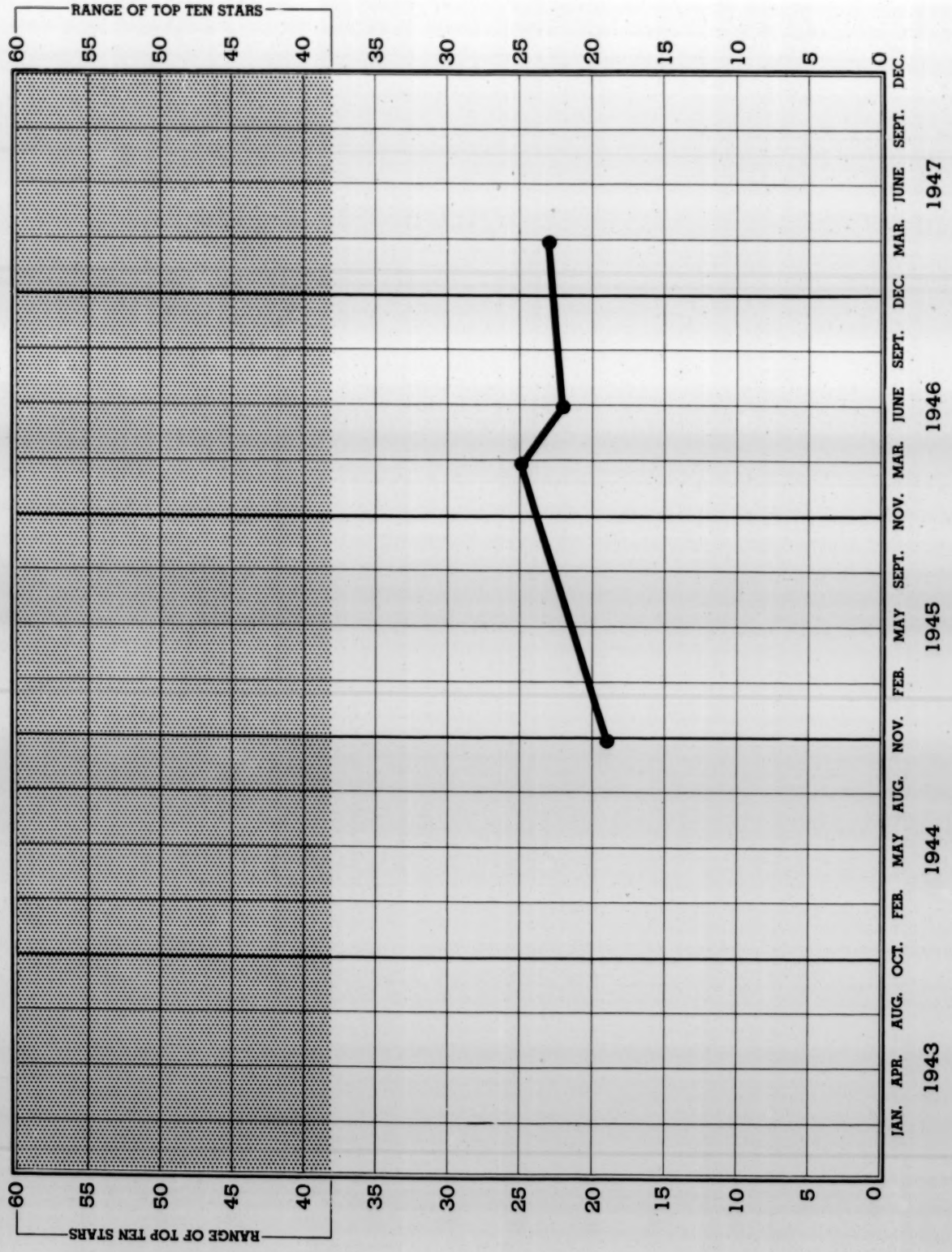
Larry PARKS

John PAYNE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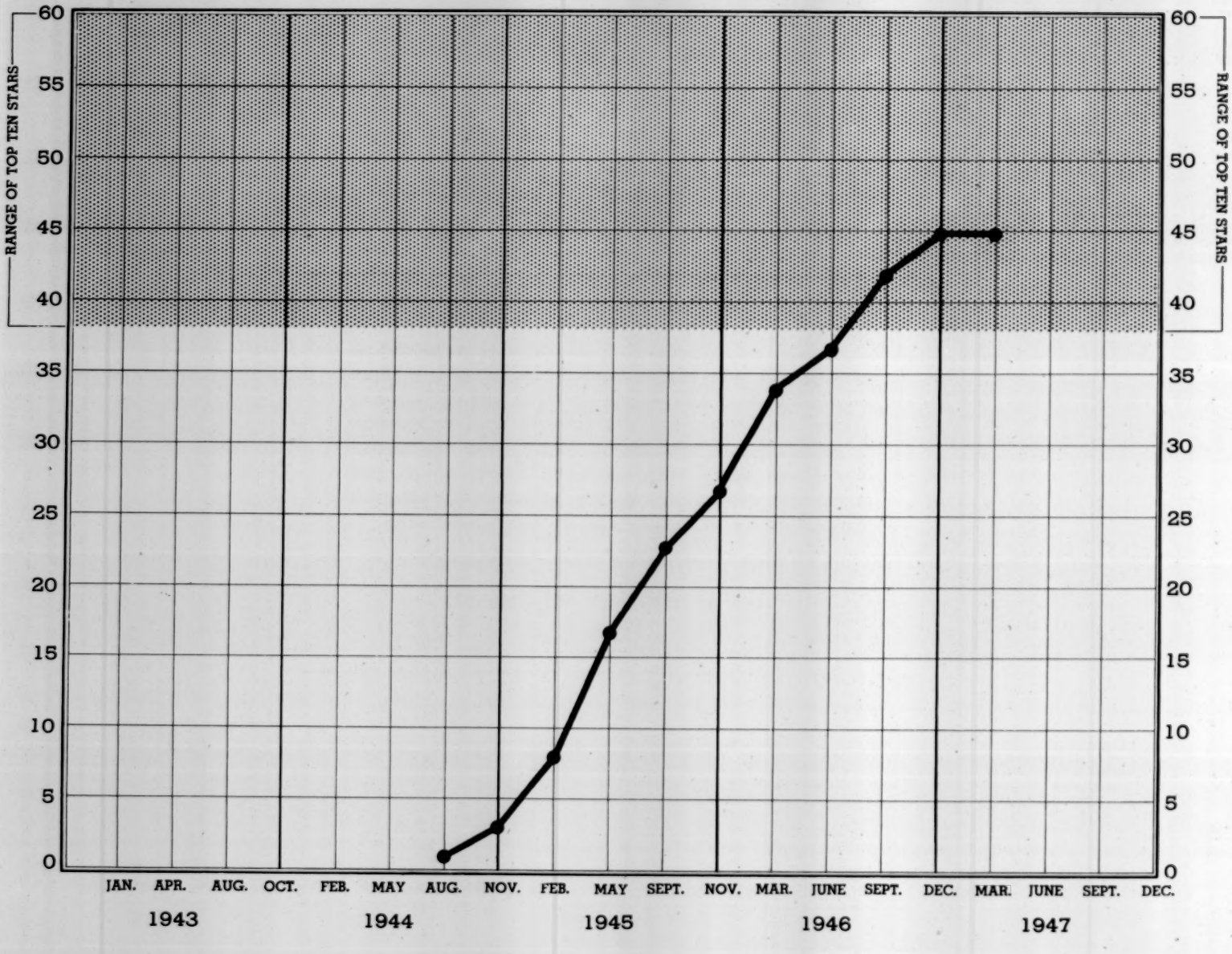
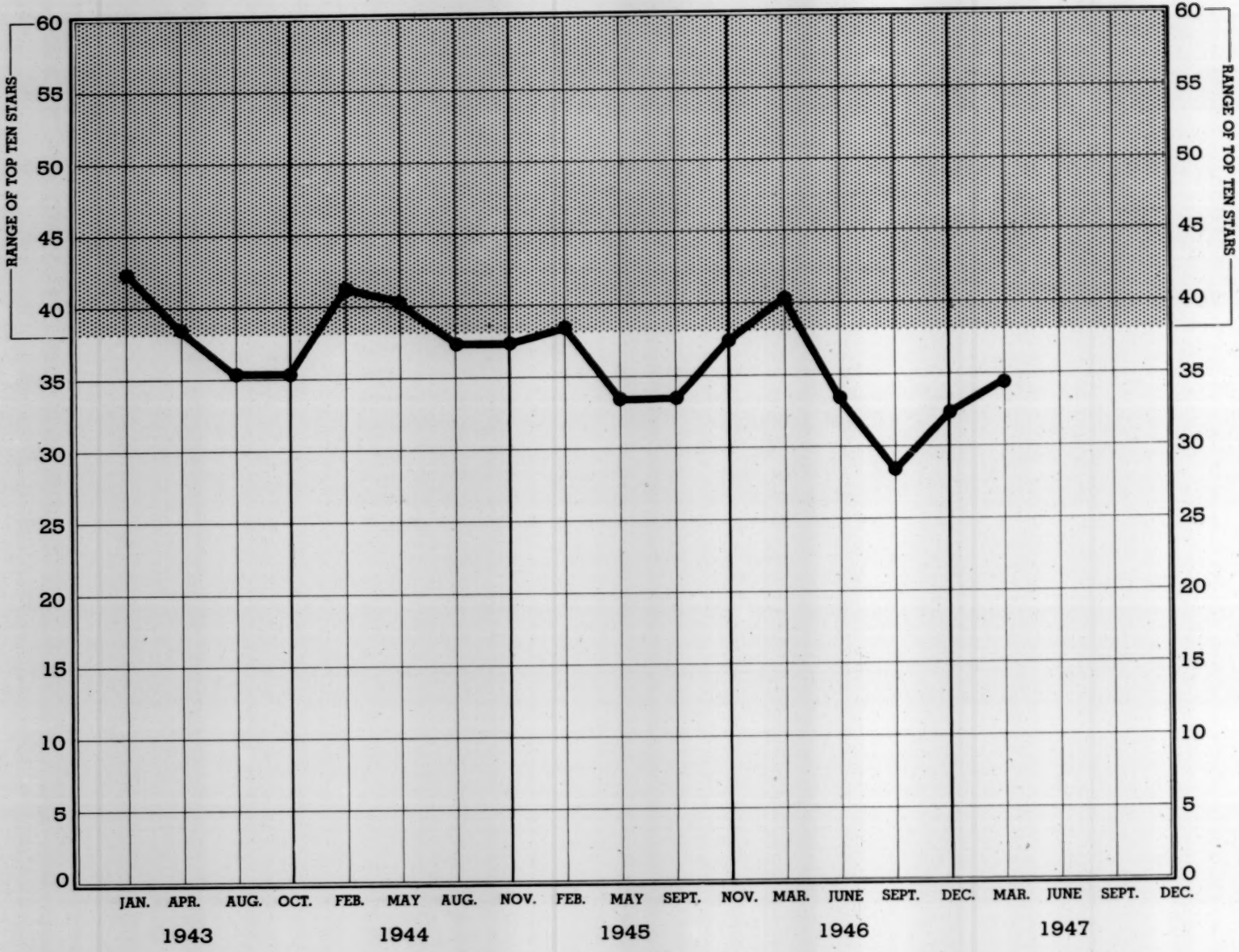


Gregory PECK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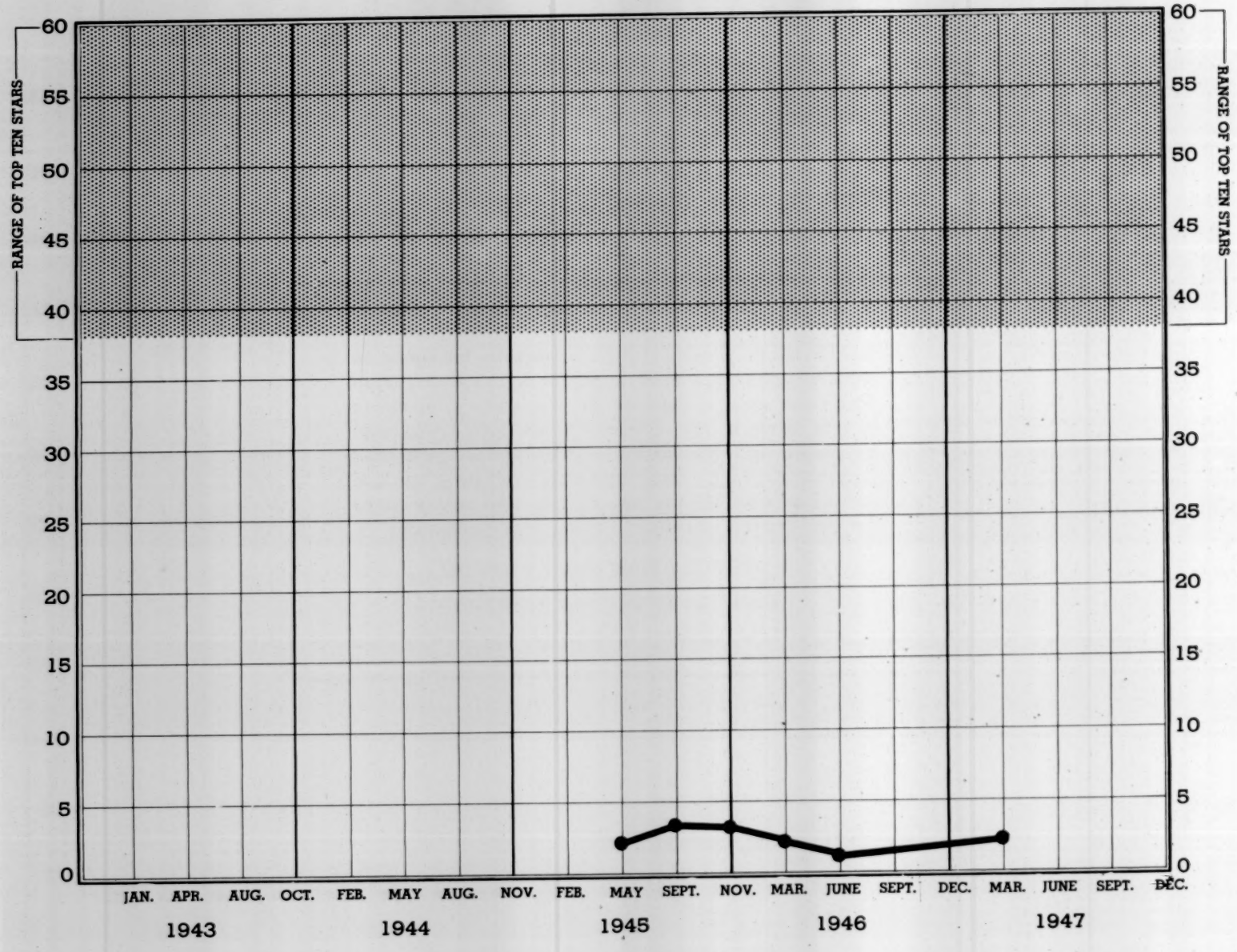
Walter PIDGEON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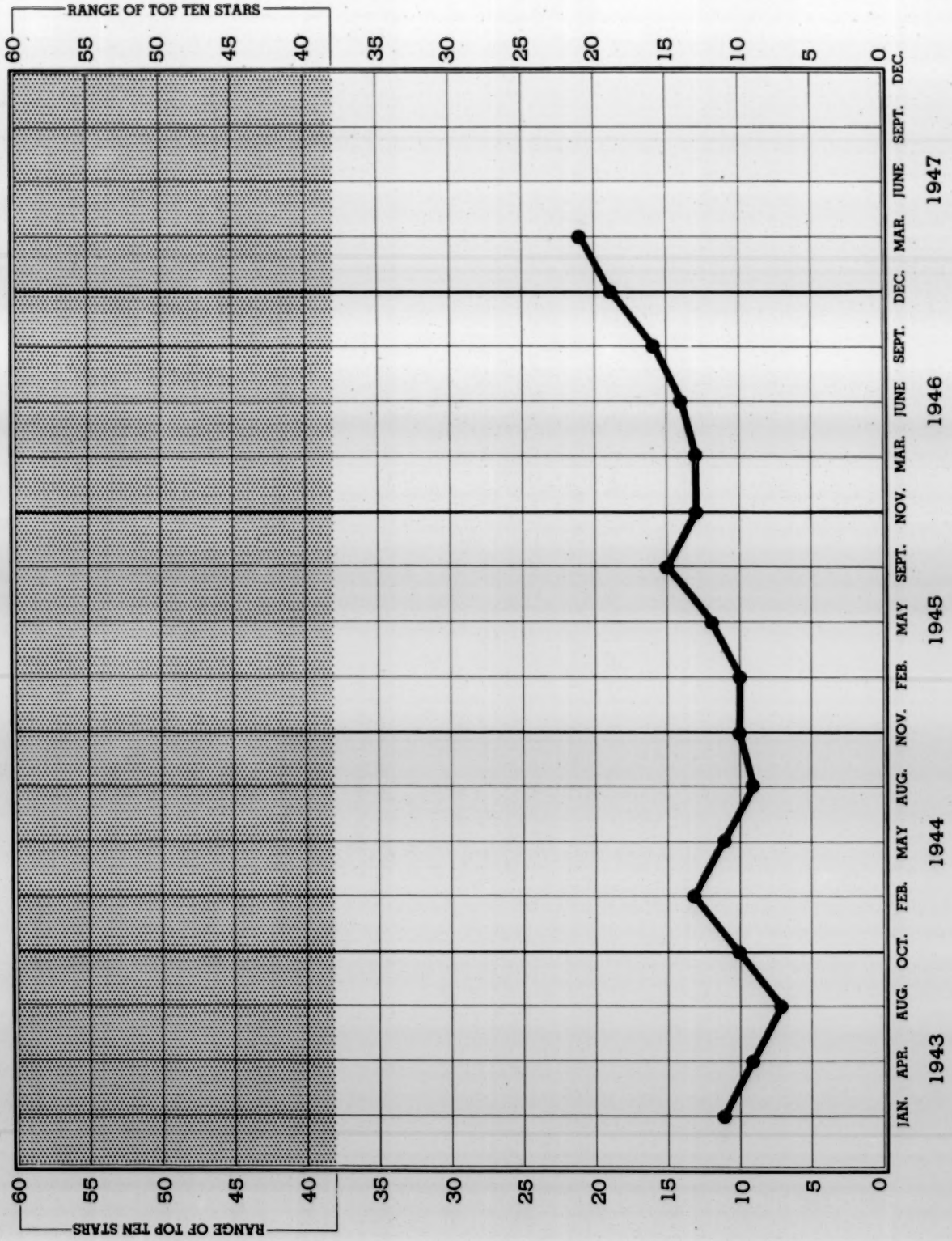
Marc PLATT

Dick POWELL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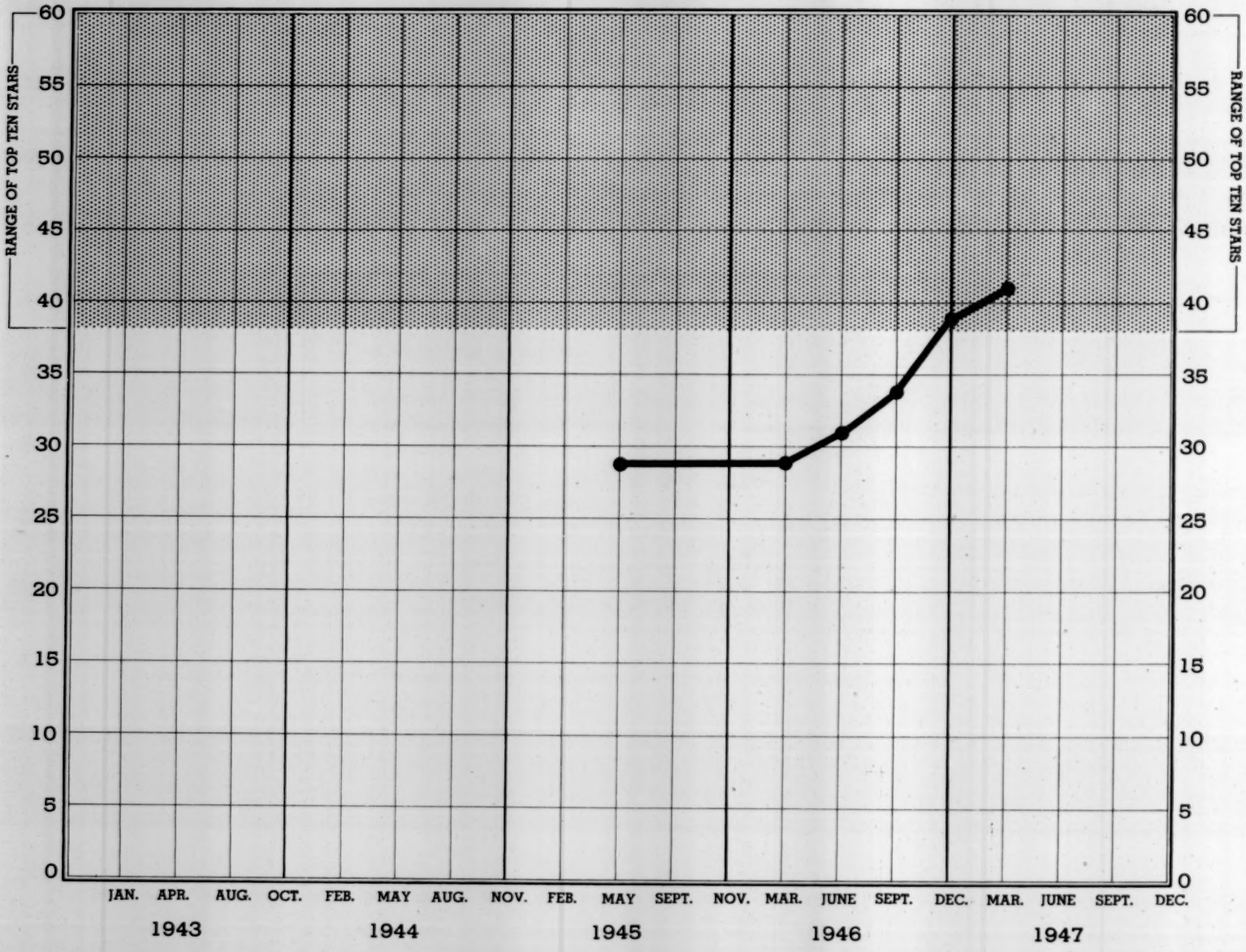
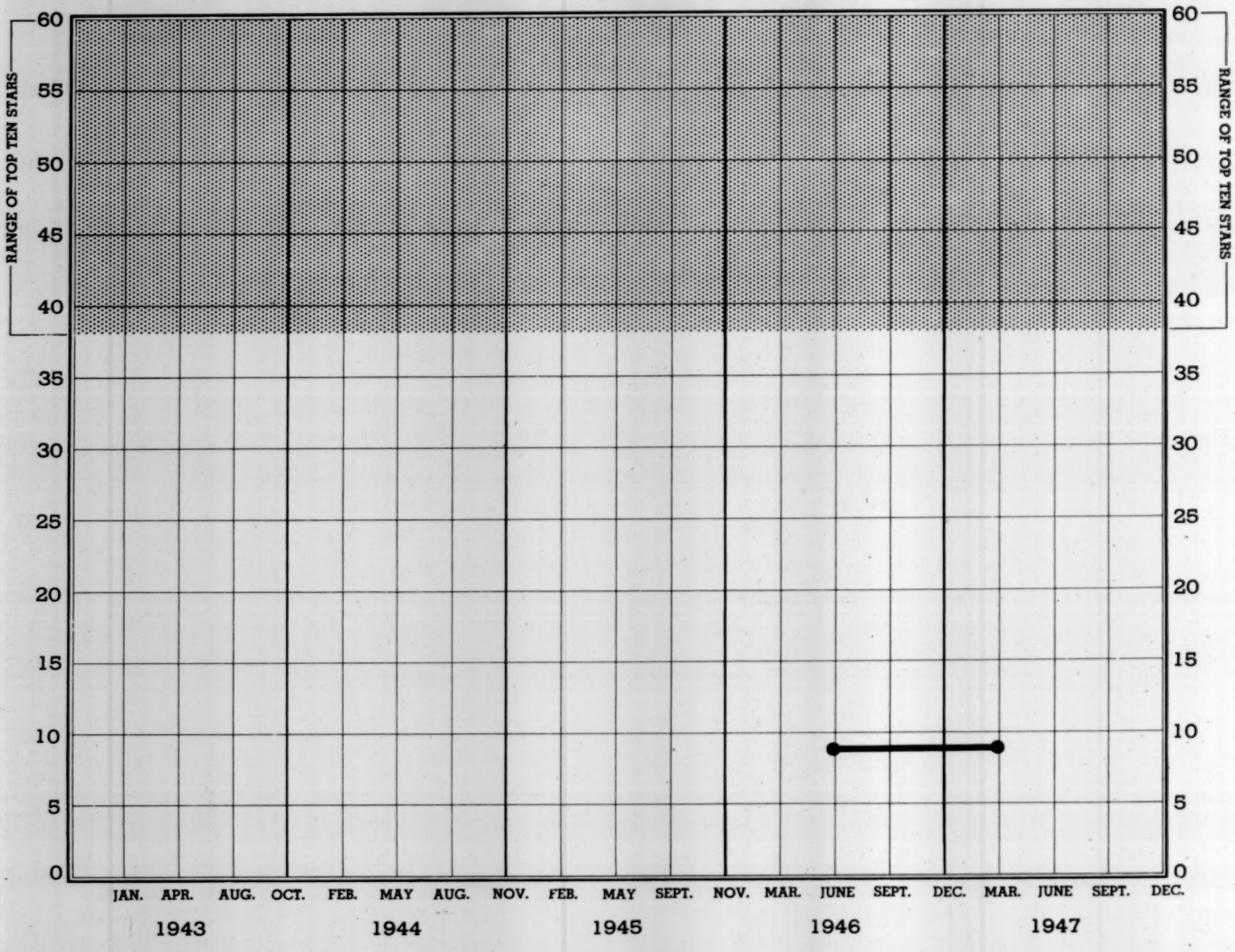
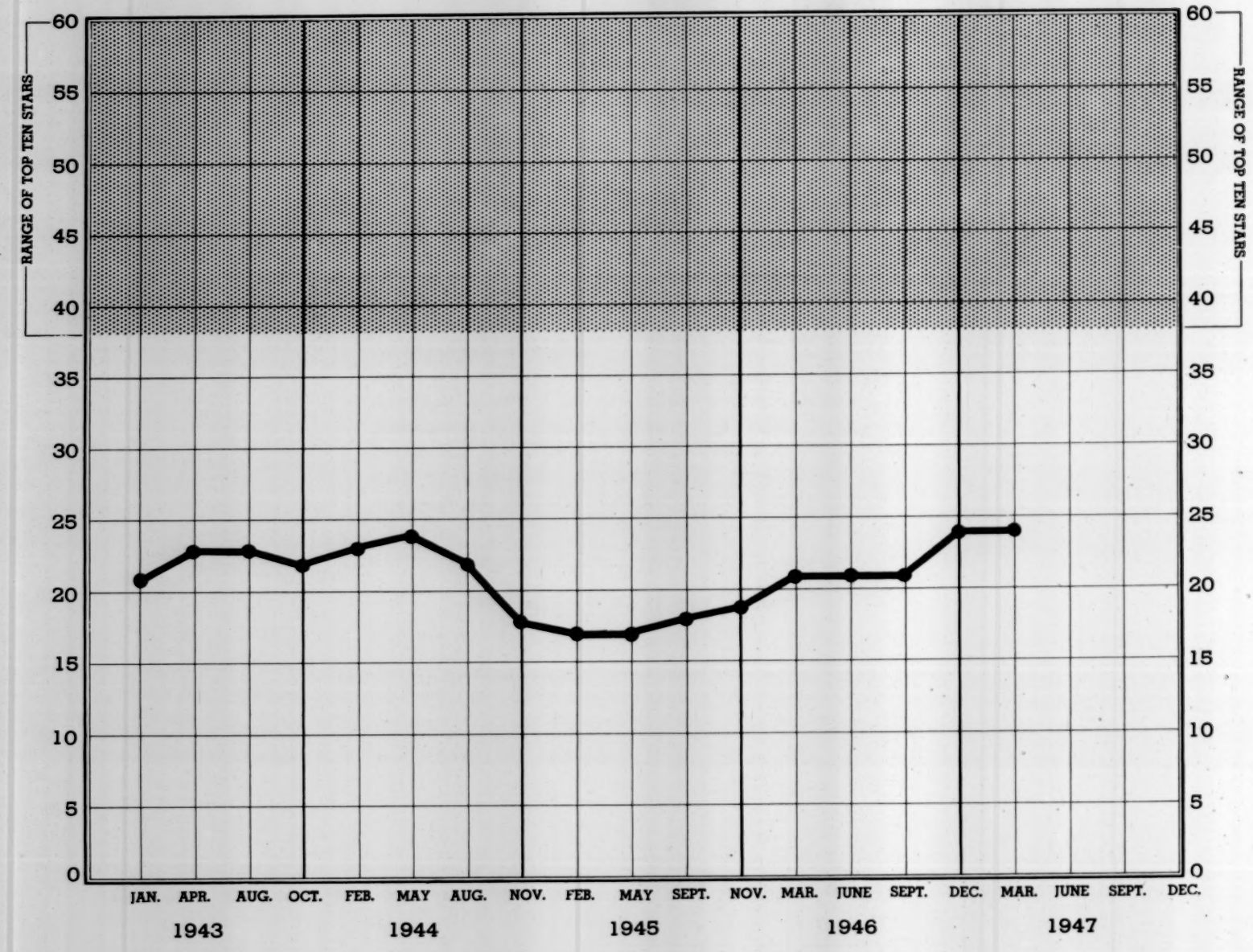


Tyrone POWER



Vincent PRICE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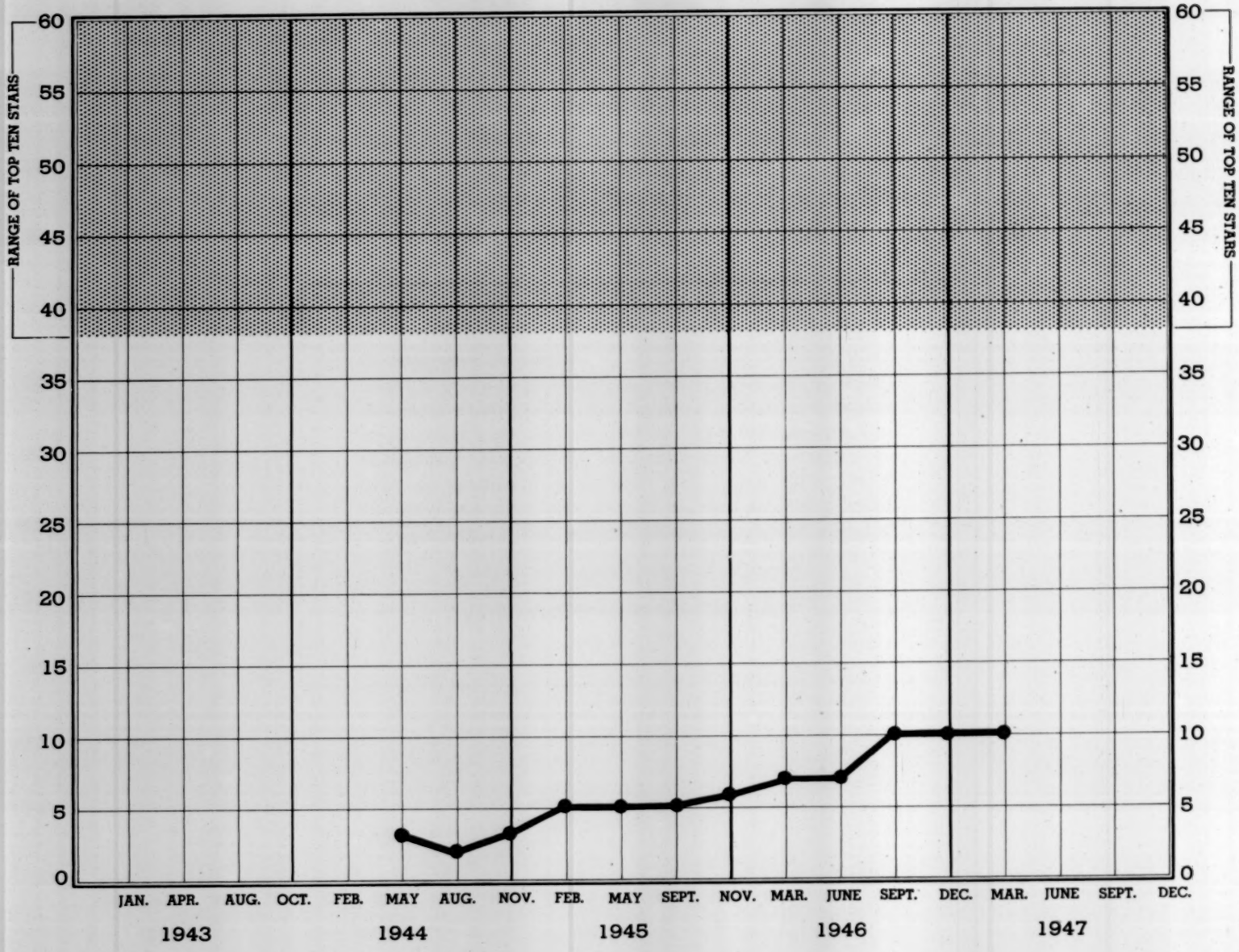
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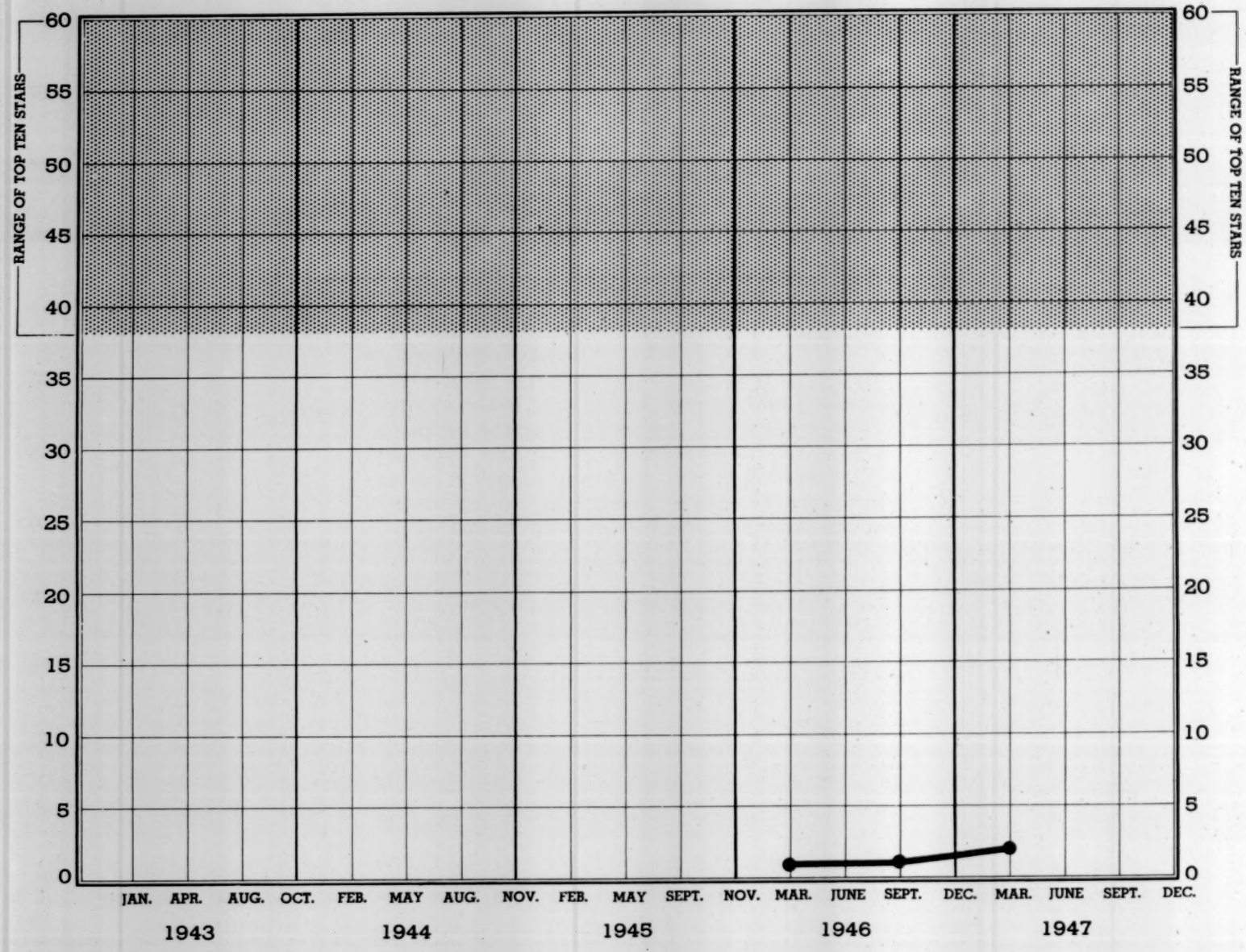
Ella RAINES



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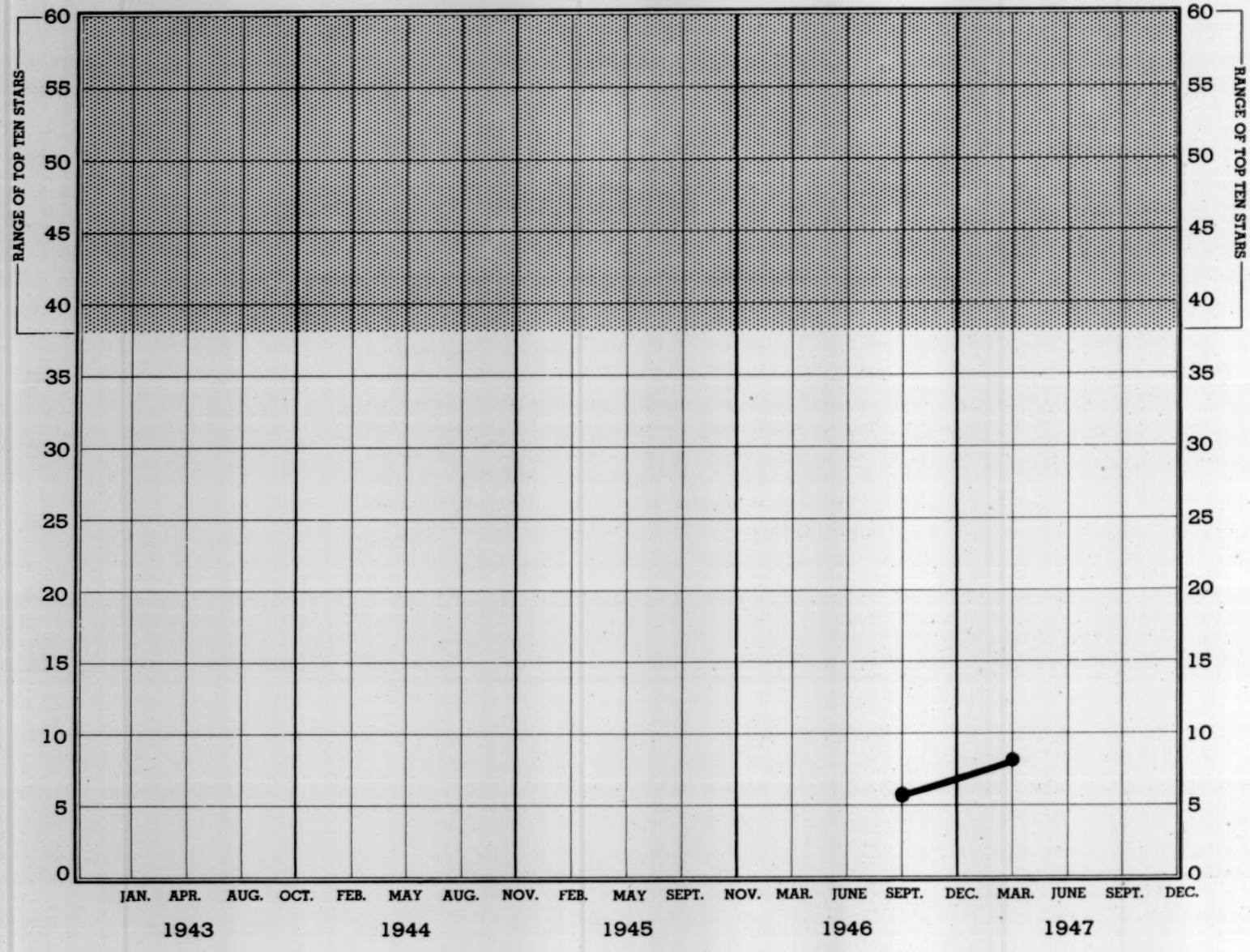
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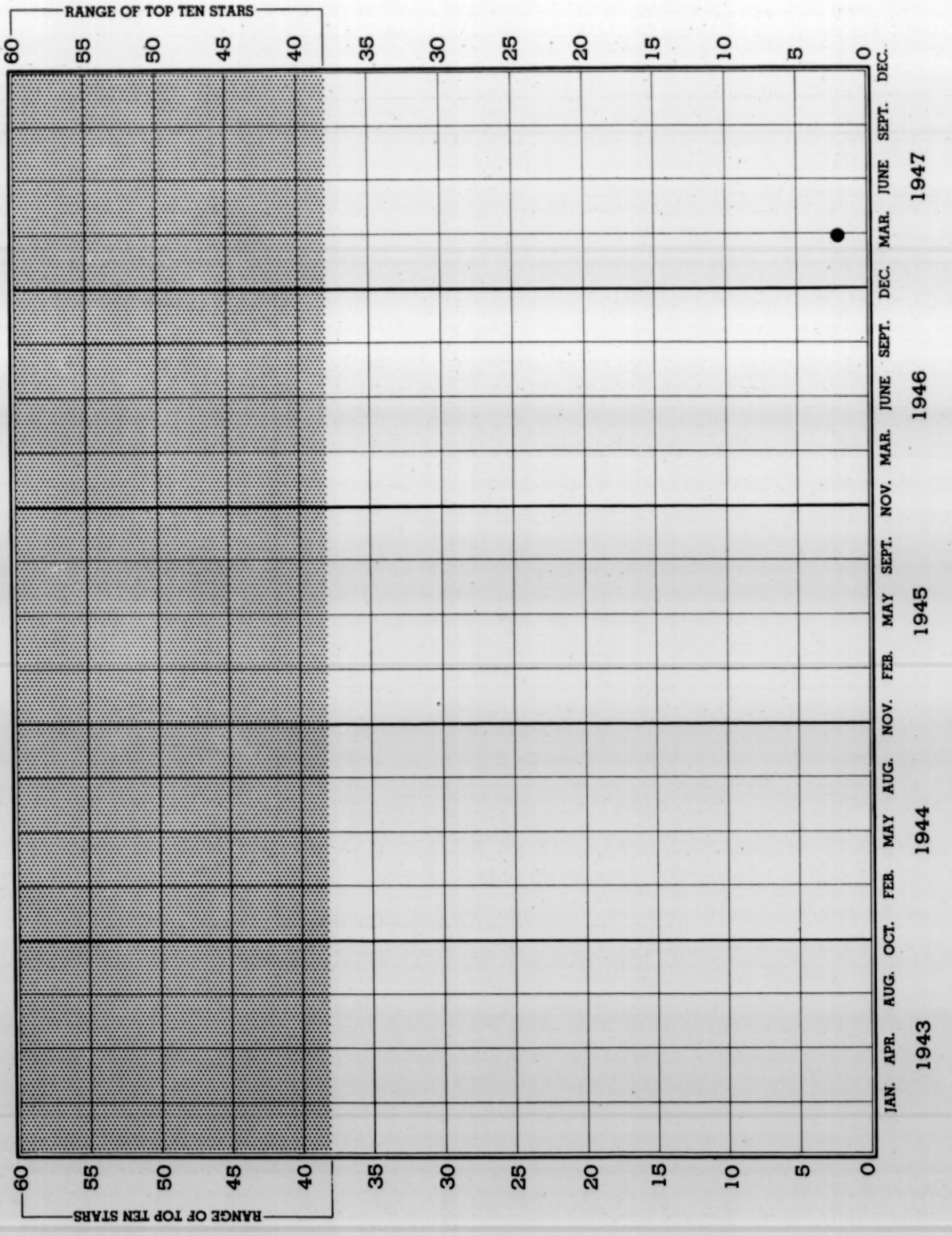
Donna REED

Philip REED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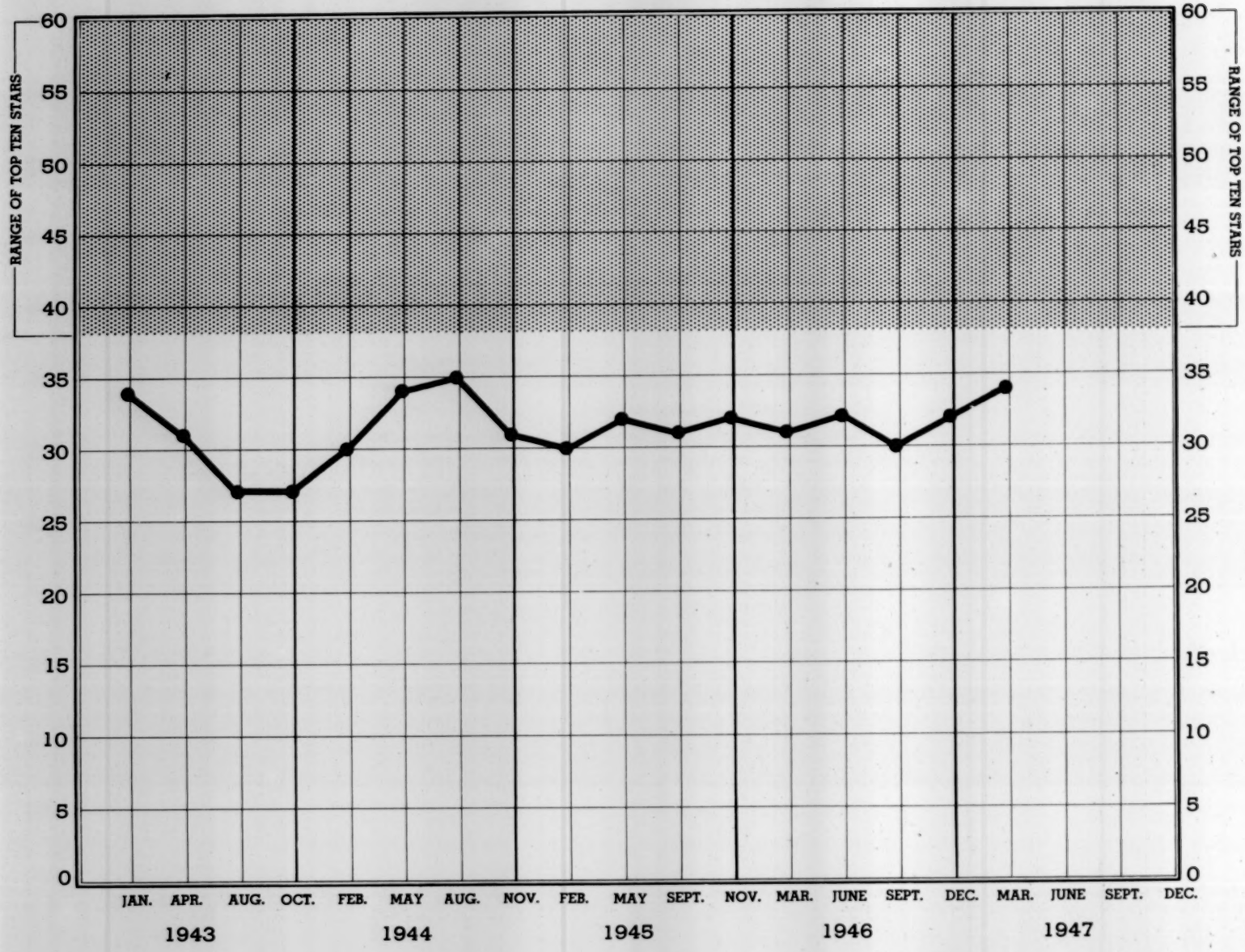
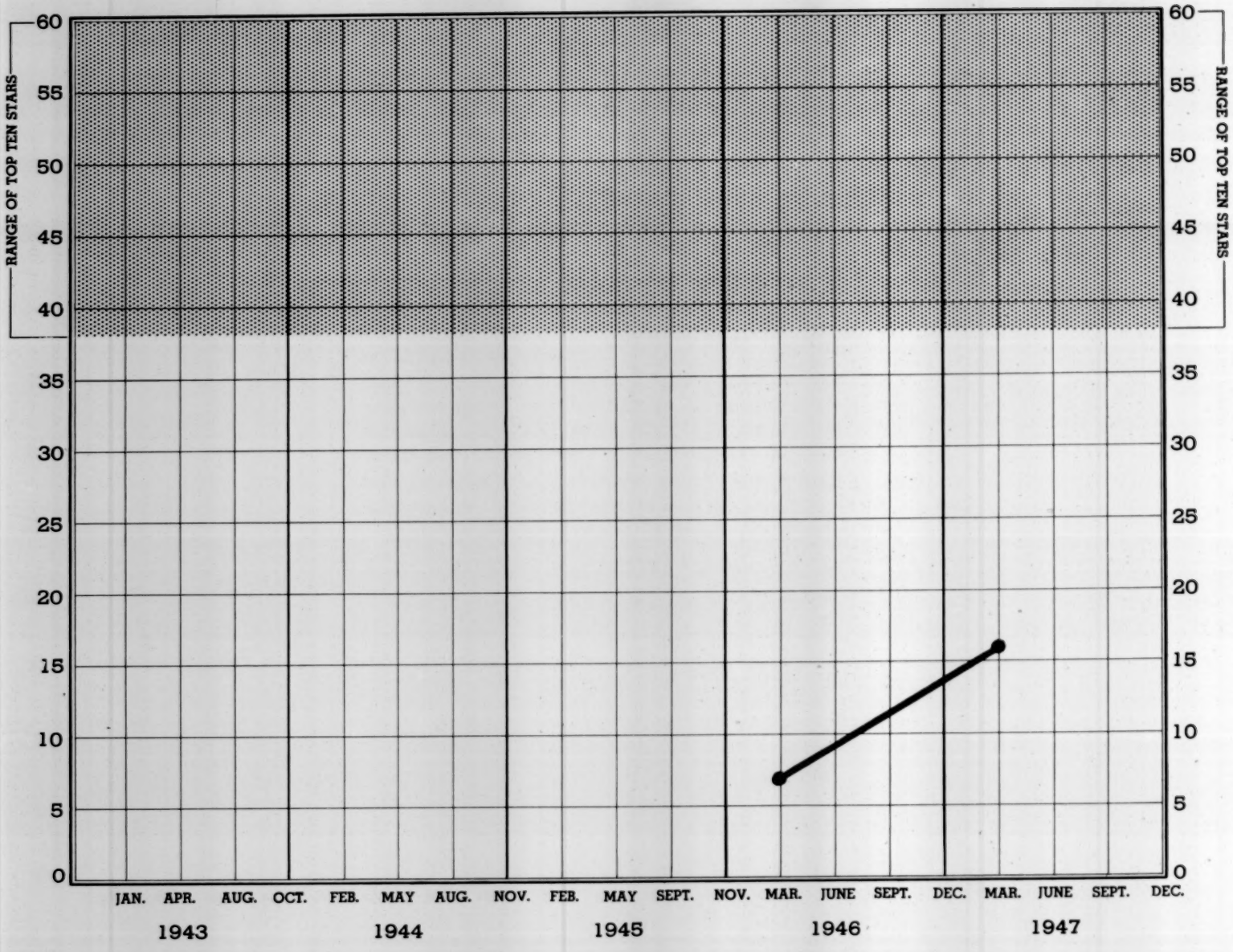


Ginger ROGERS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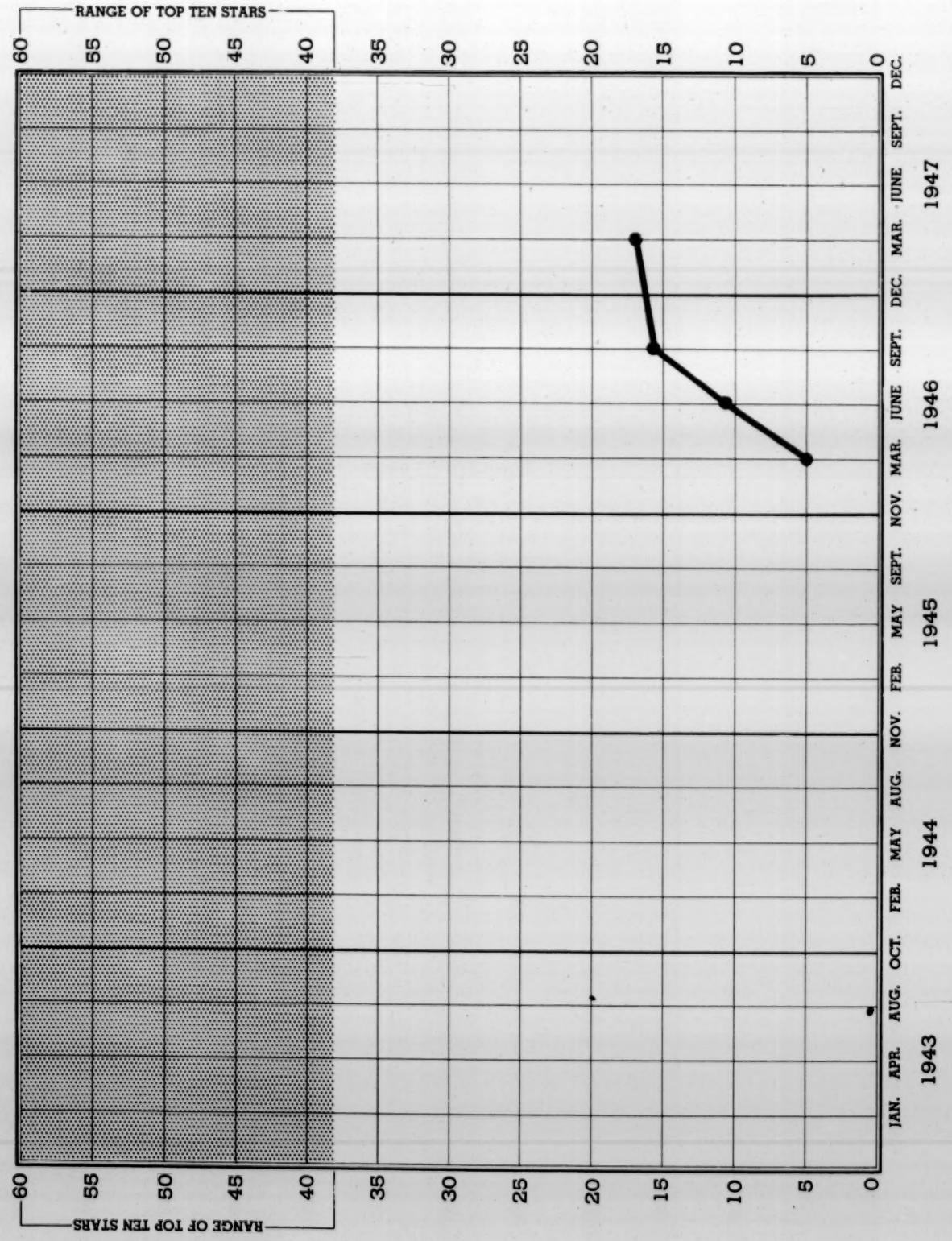
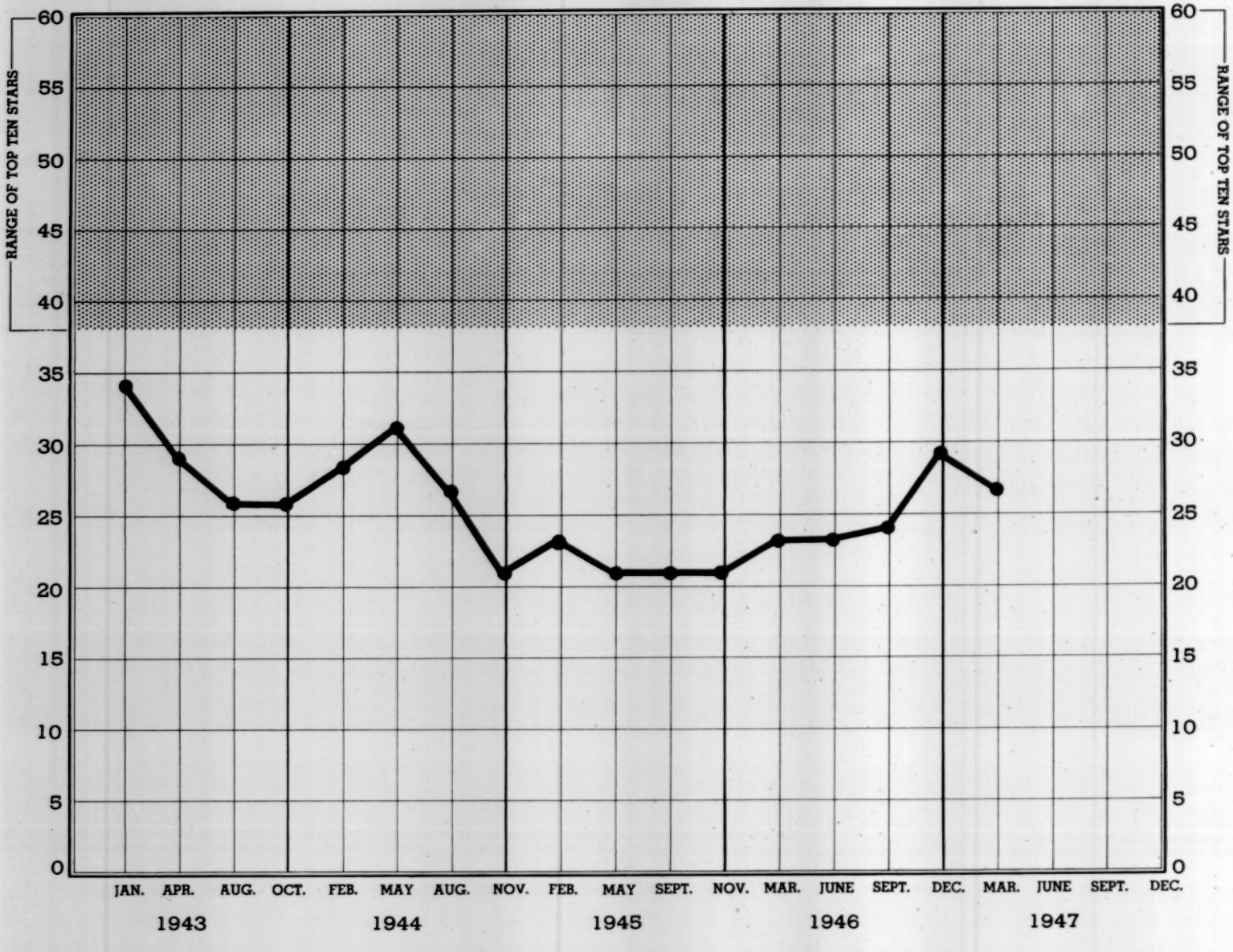
Roy ROGERS

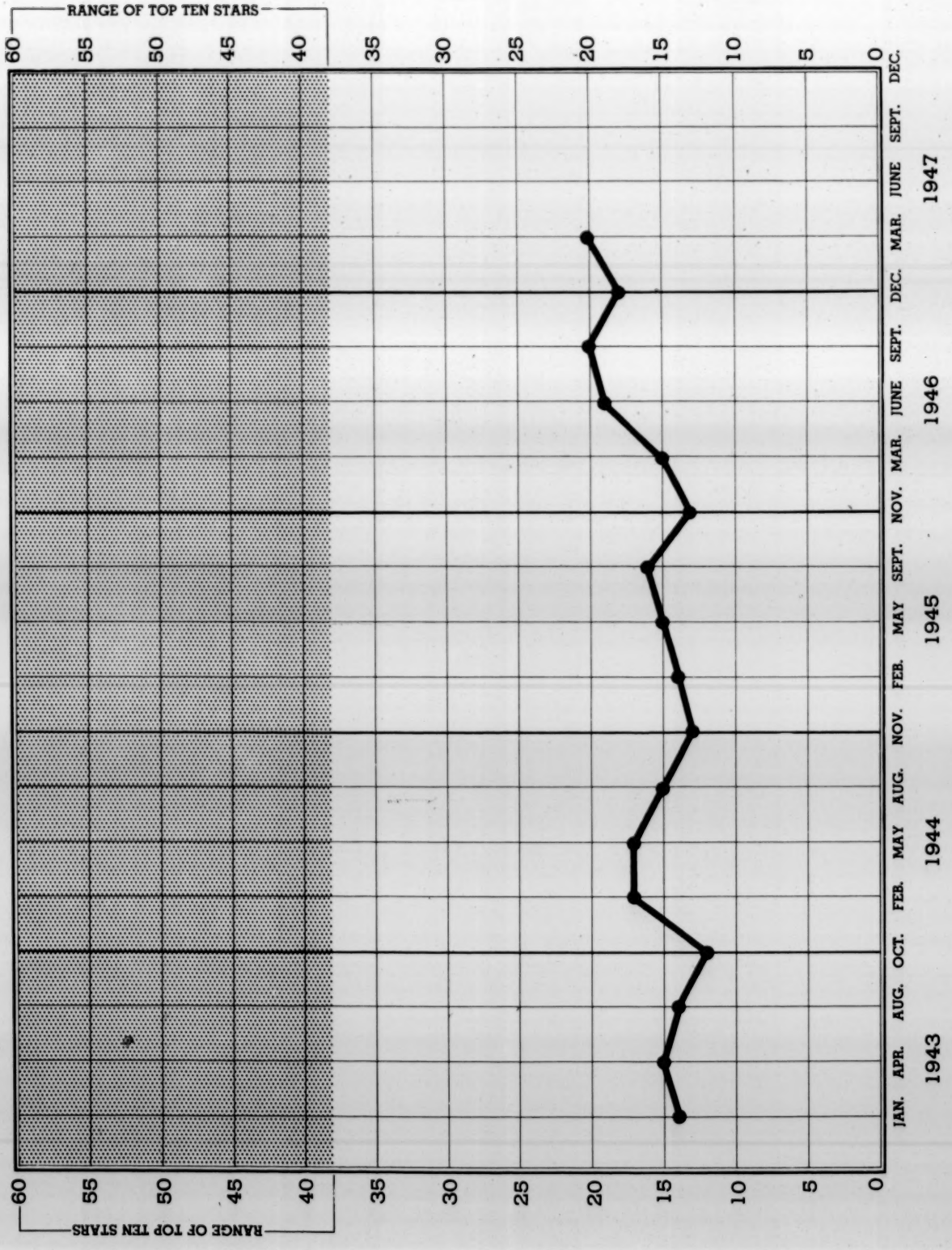
Jane RUSSELL

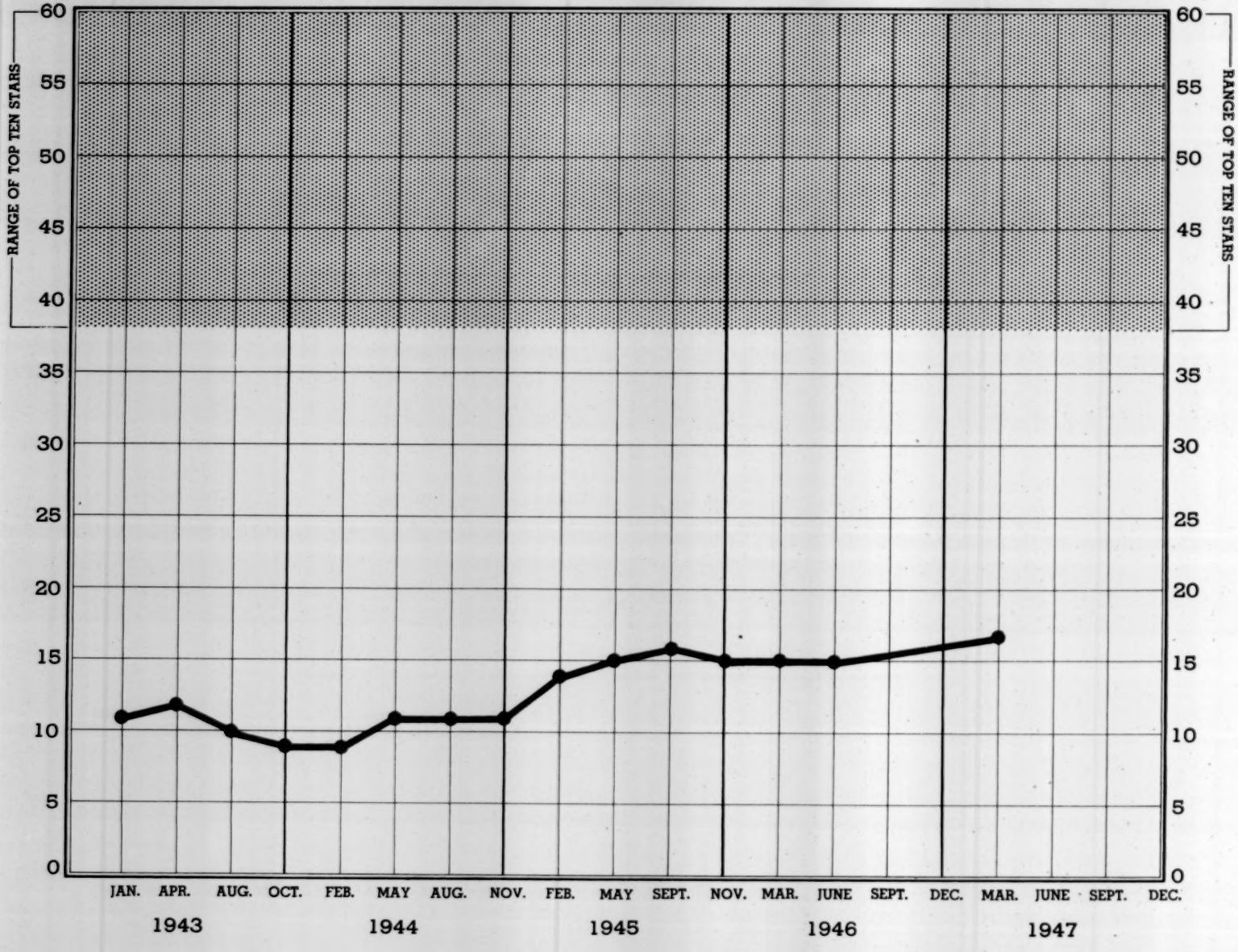




Rosalind RUSSELL

Randolph SCOTT

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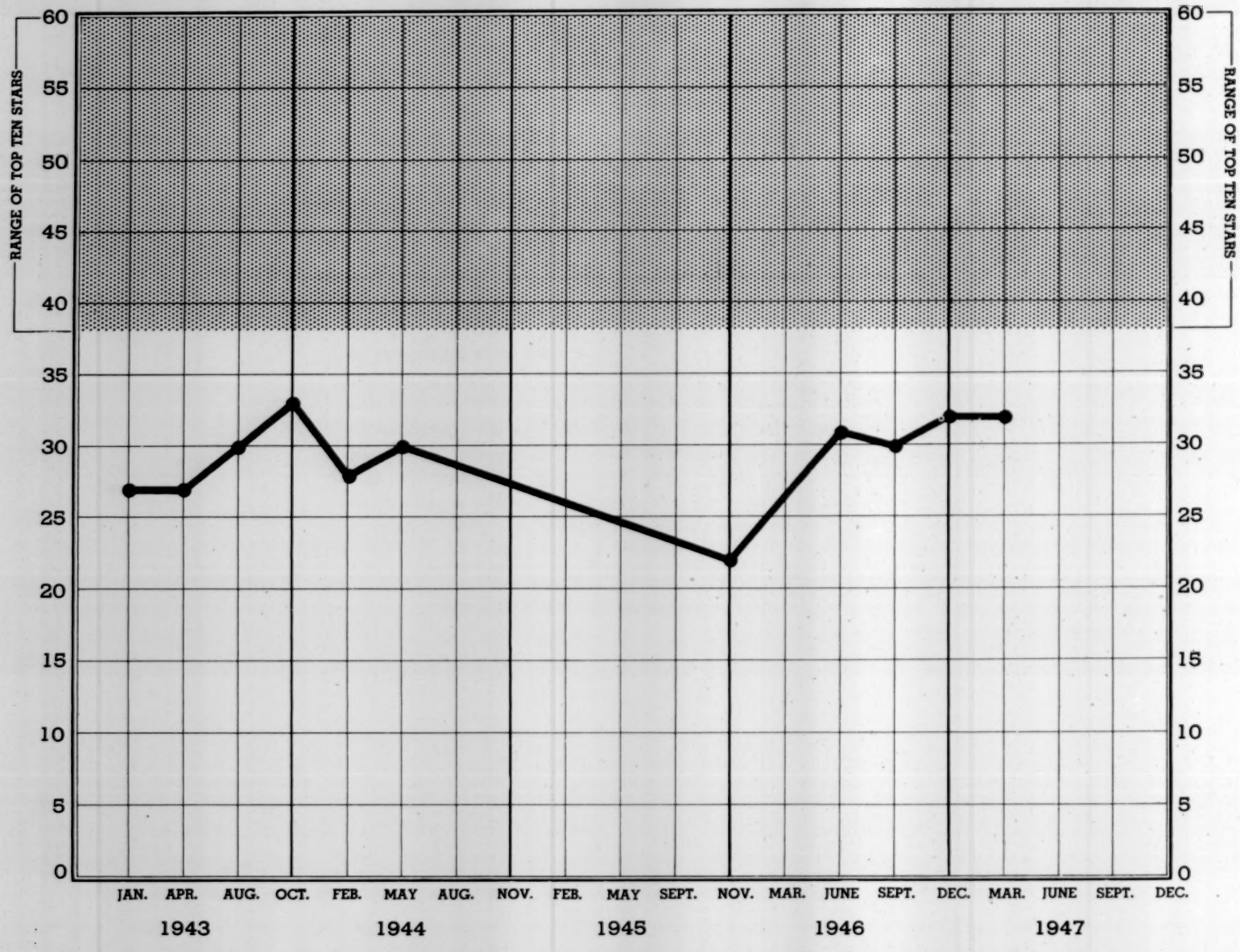
Dinah SHORE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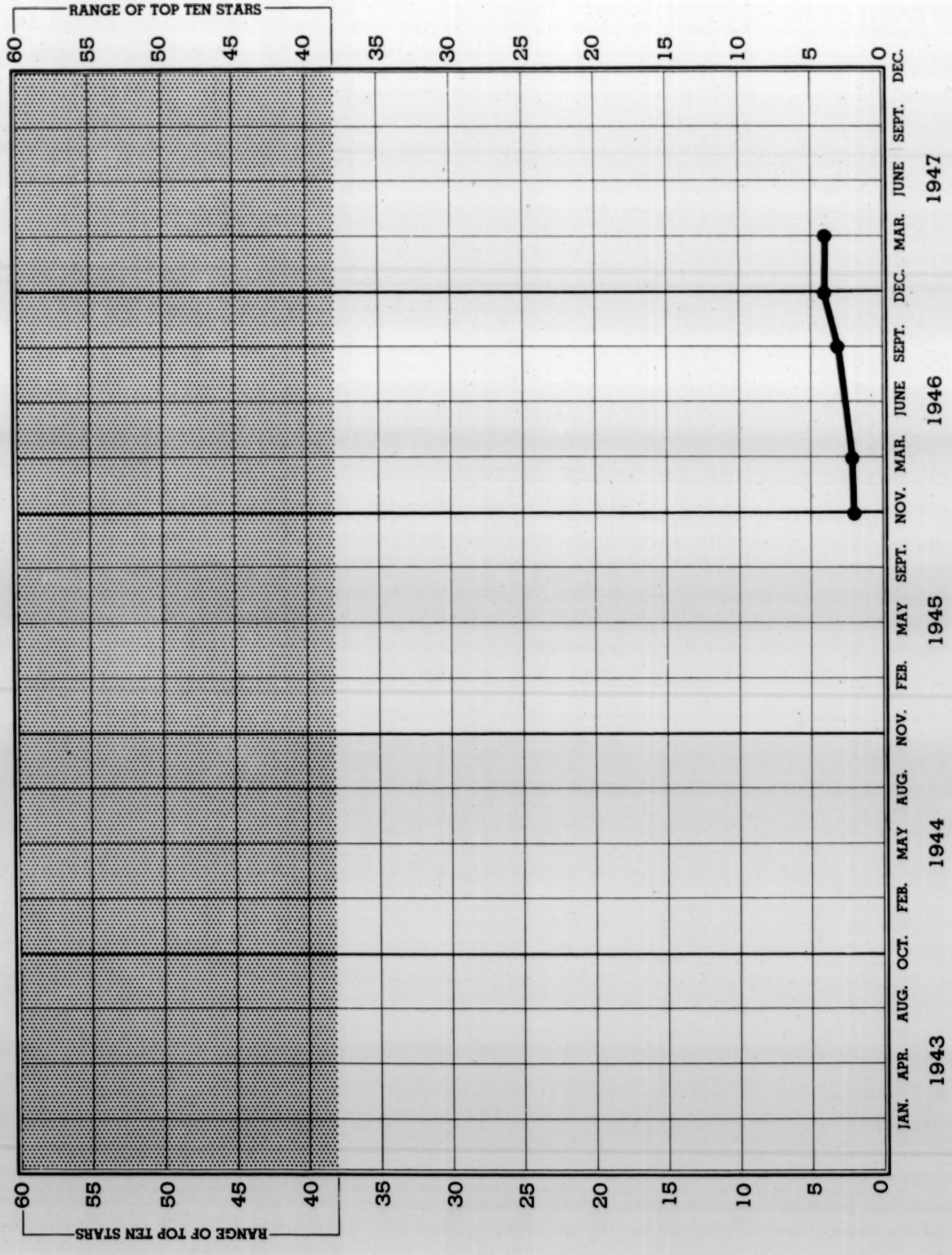
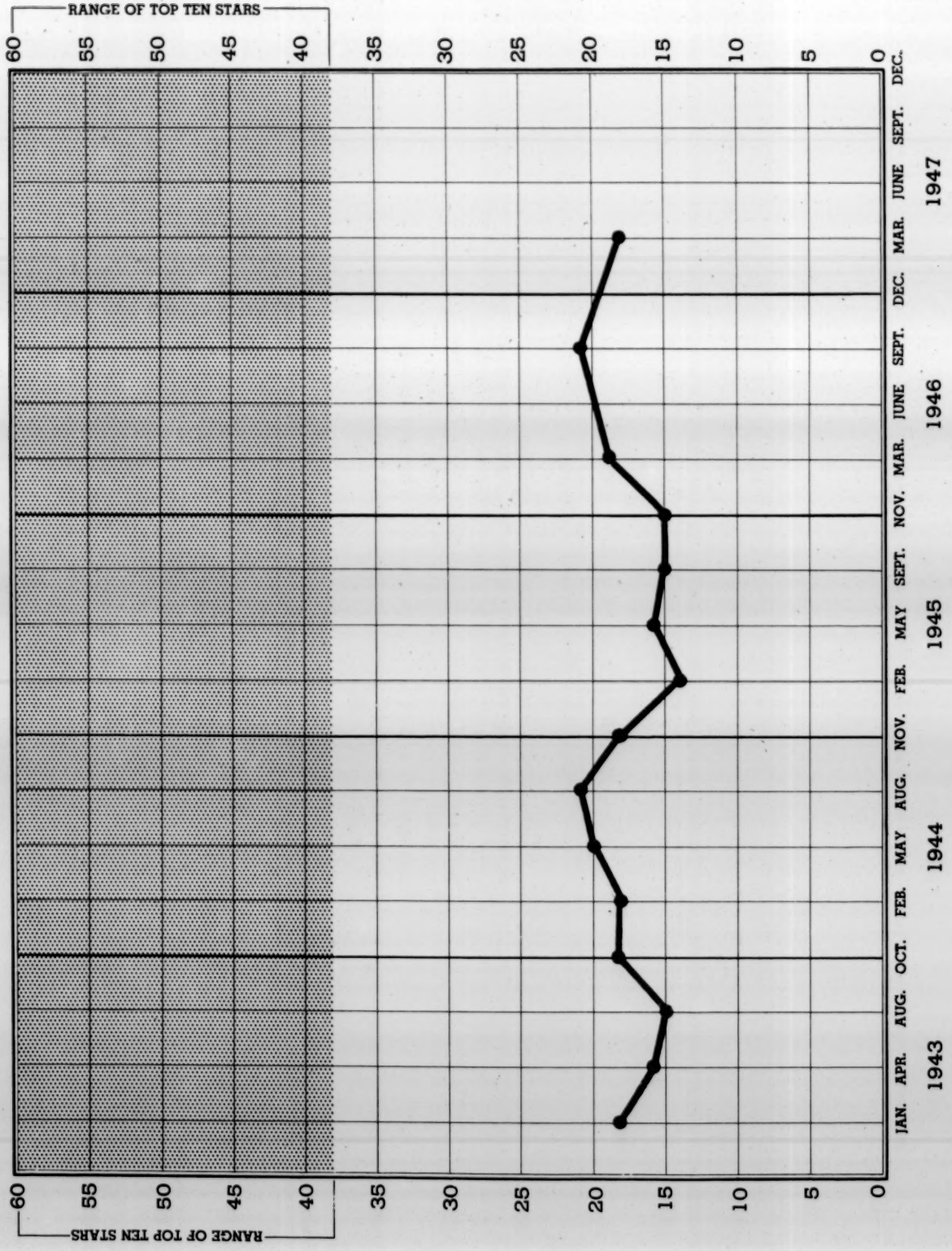
Red SKELTON

Walter SLEZAK



Ann SOTHERN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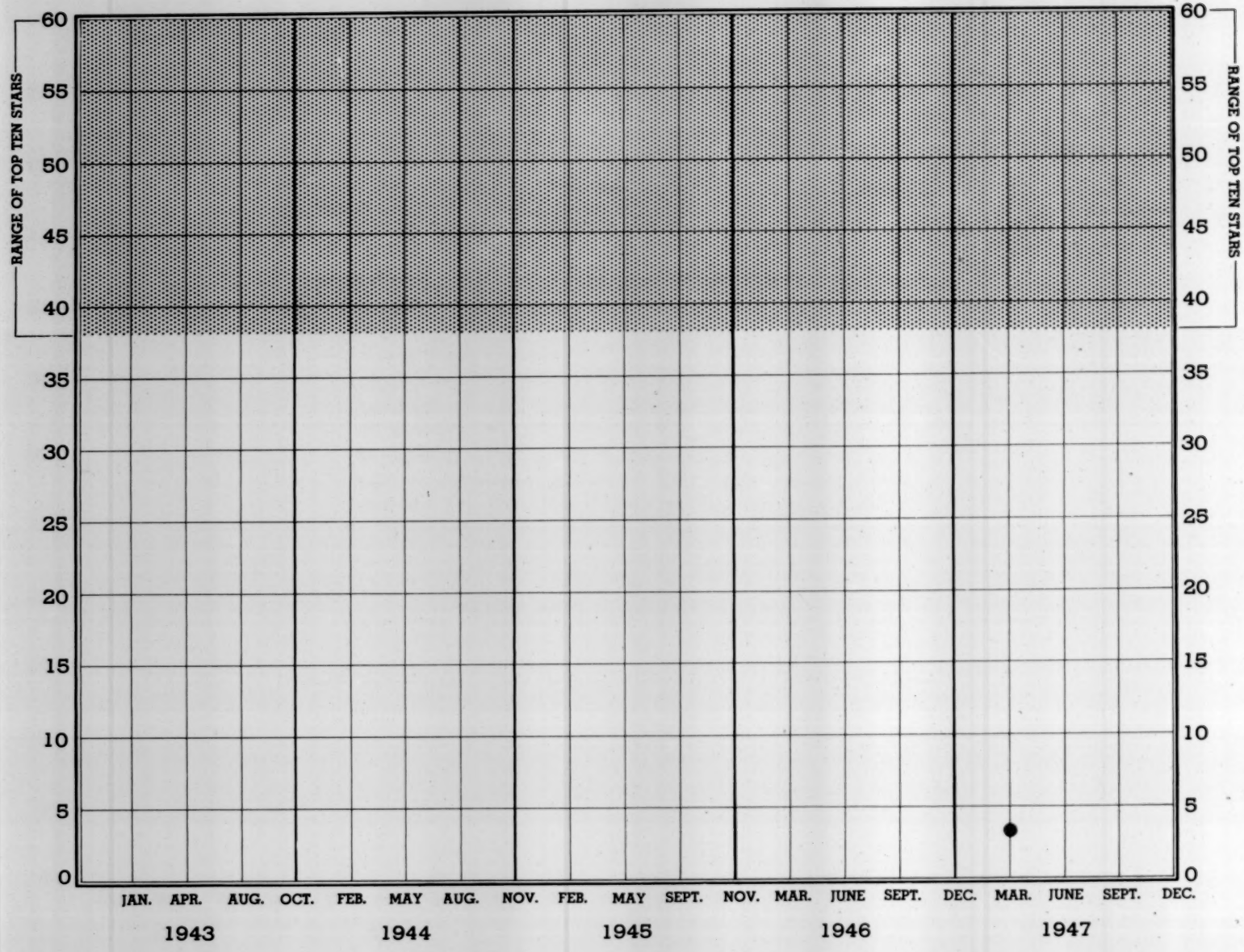

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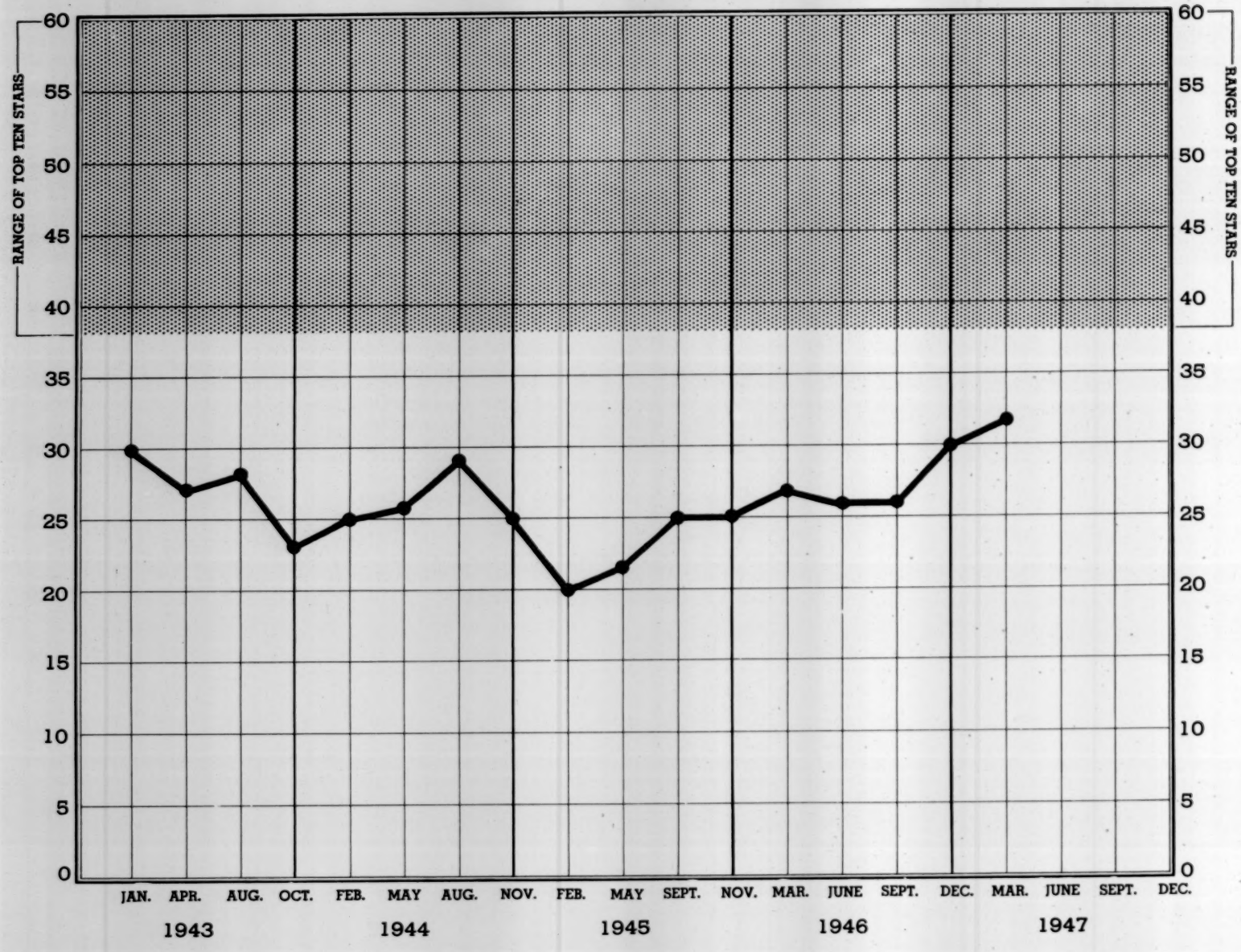
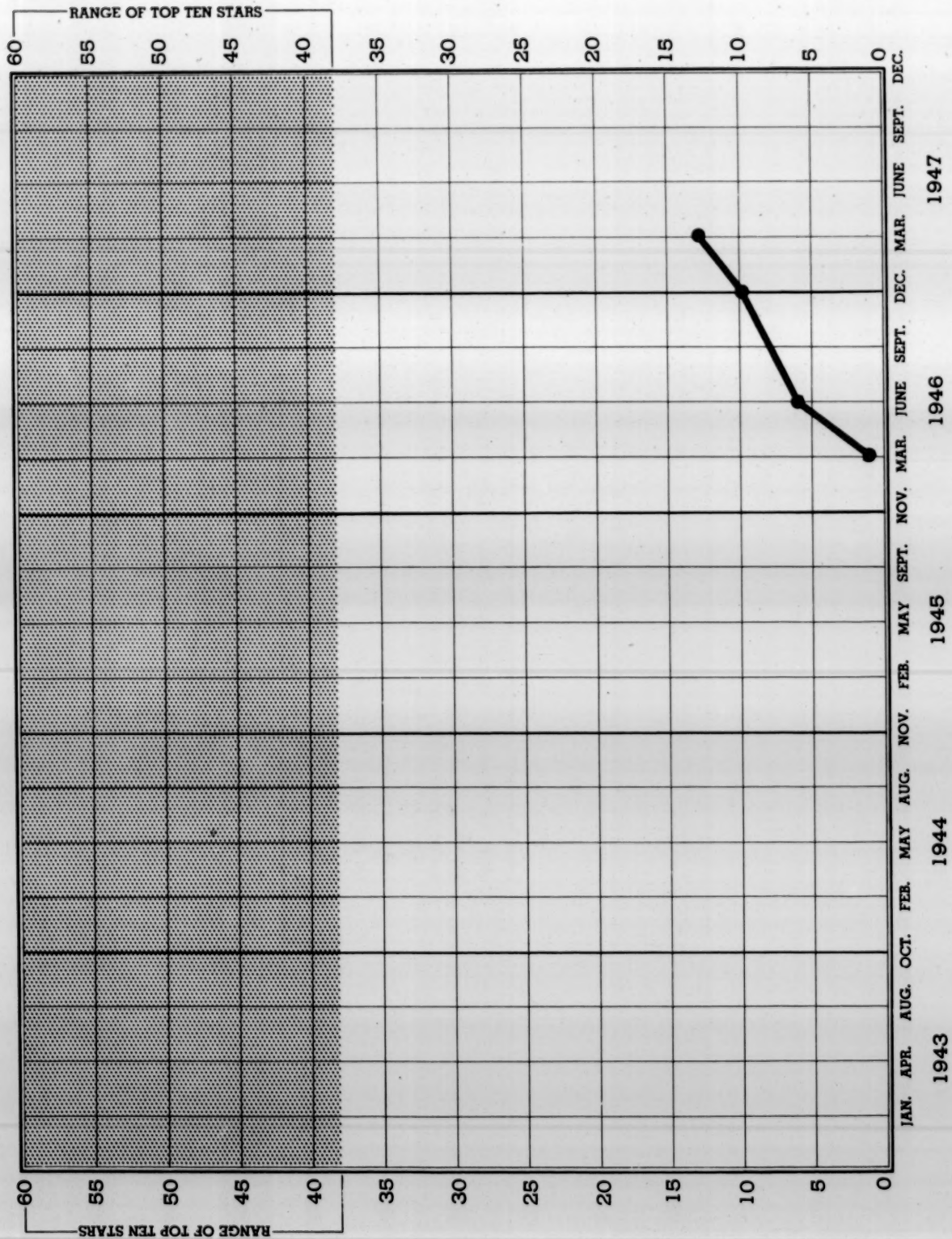
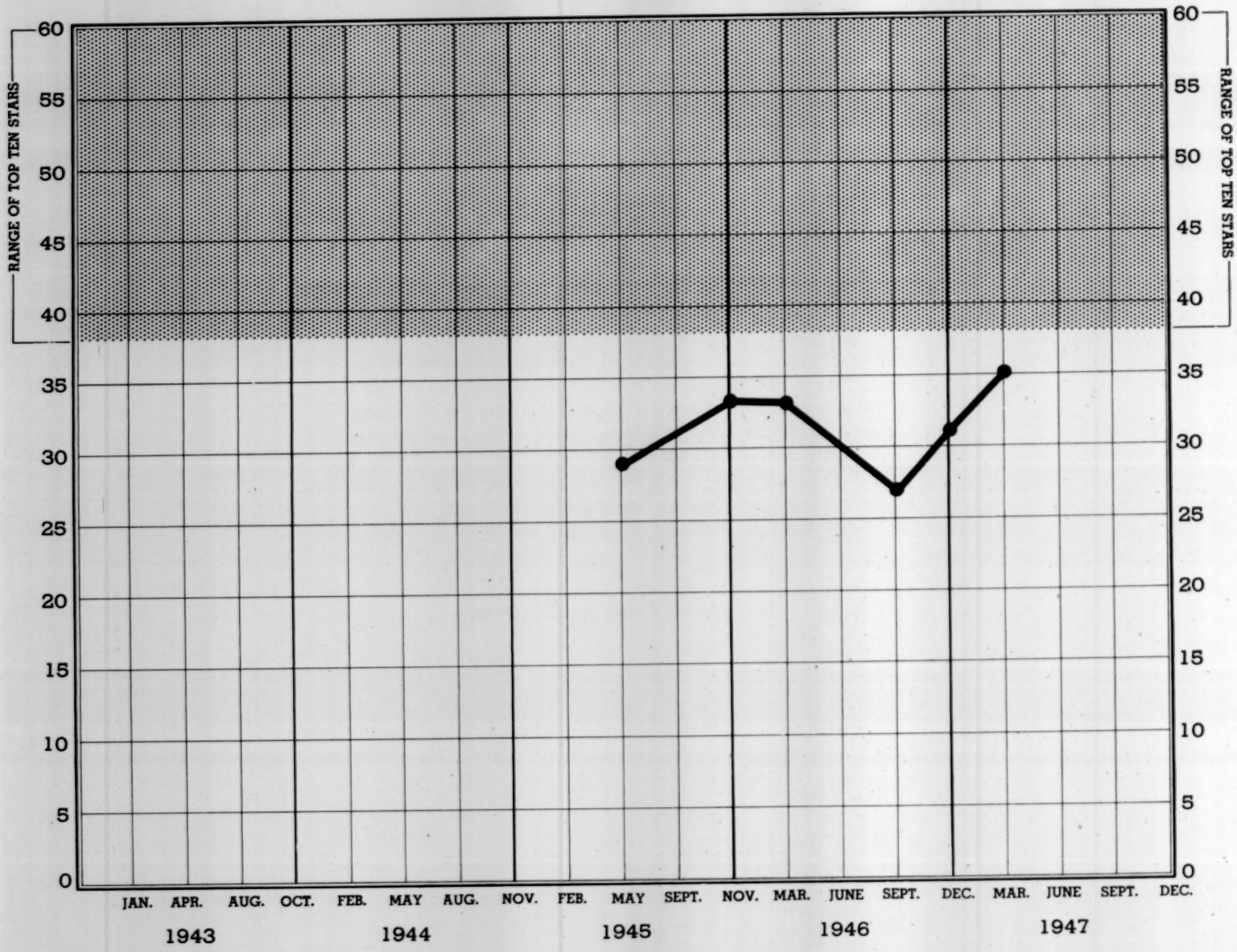


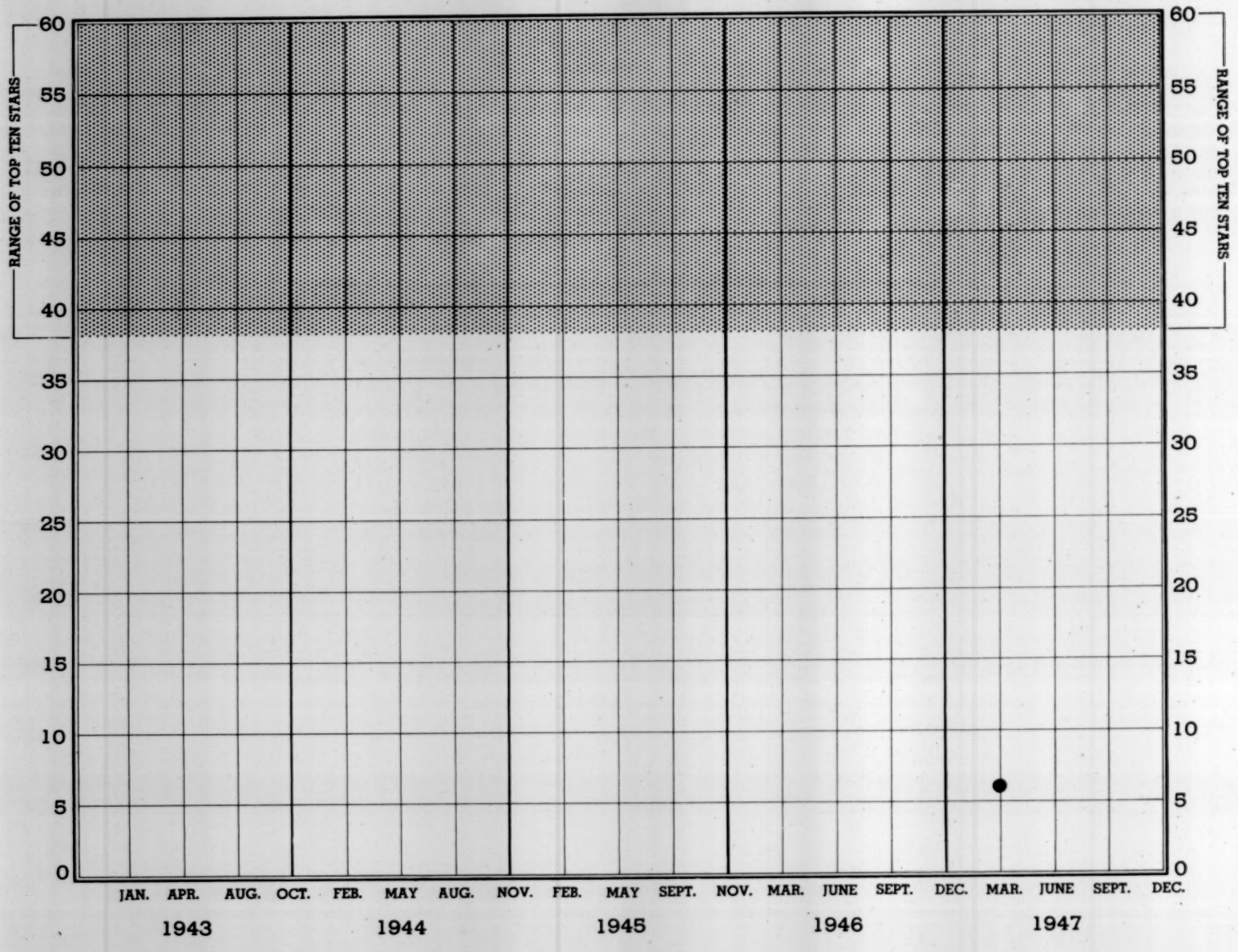
Barbara STANWYCK

Mark STEVENS



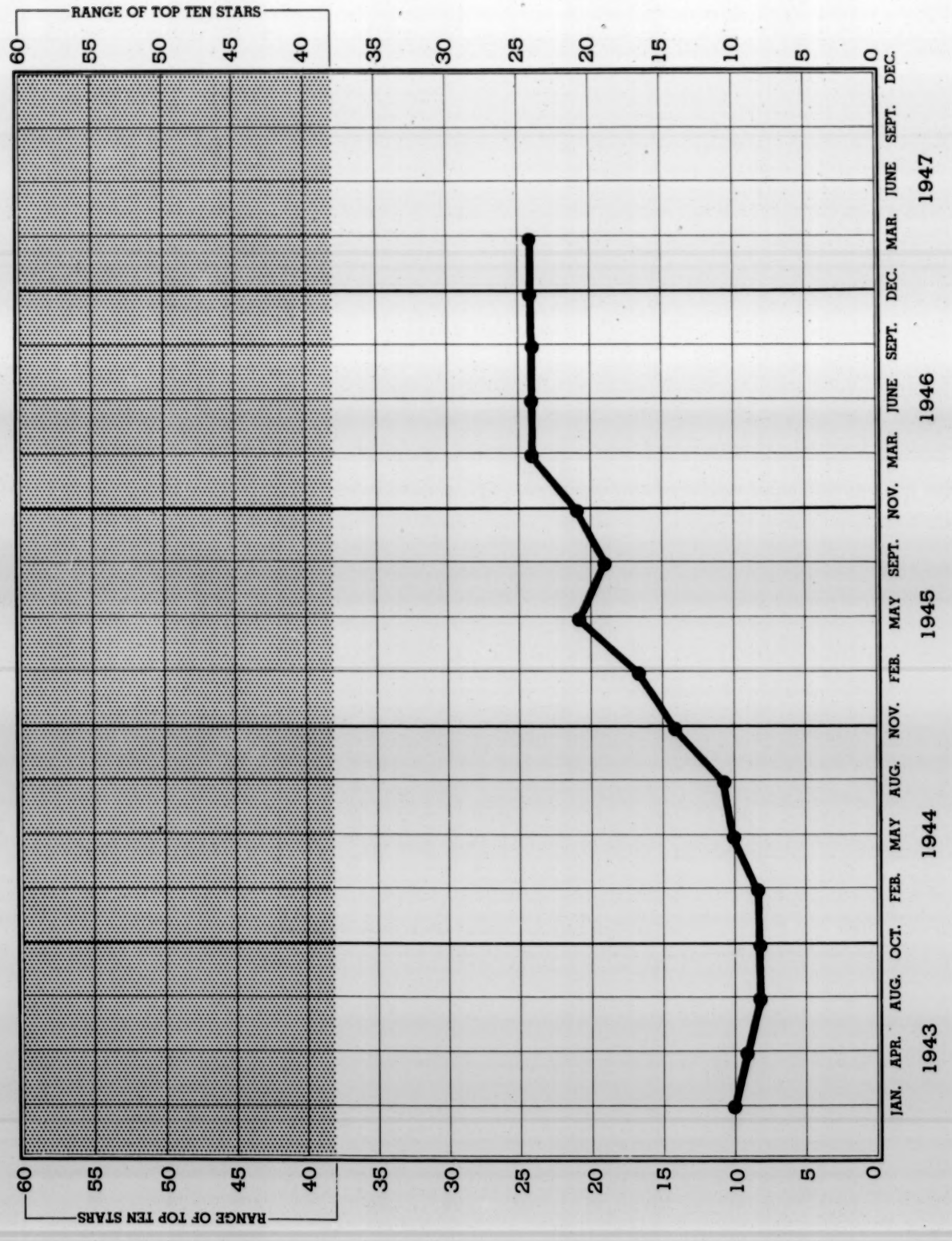


James STEWART

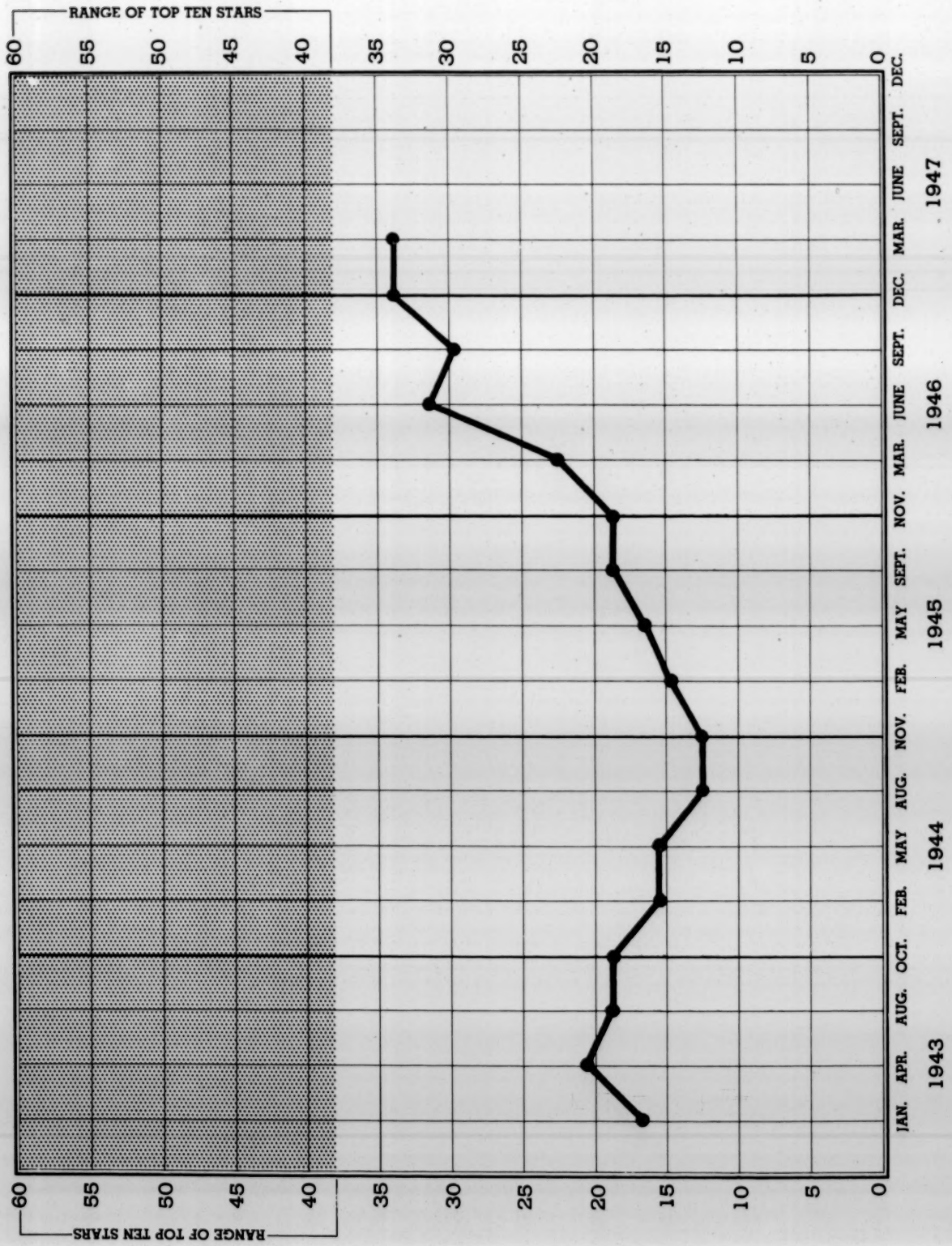


Akim TAMIROFF

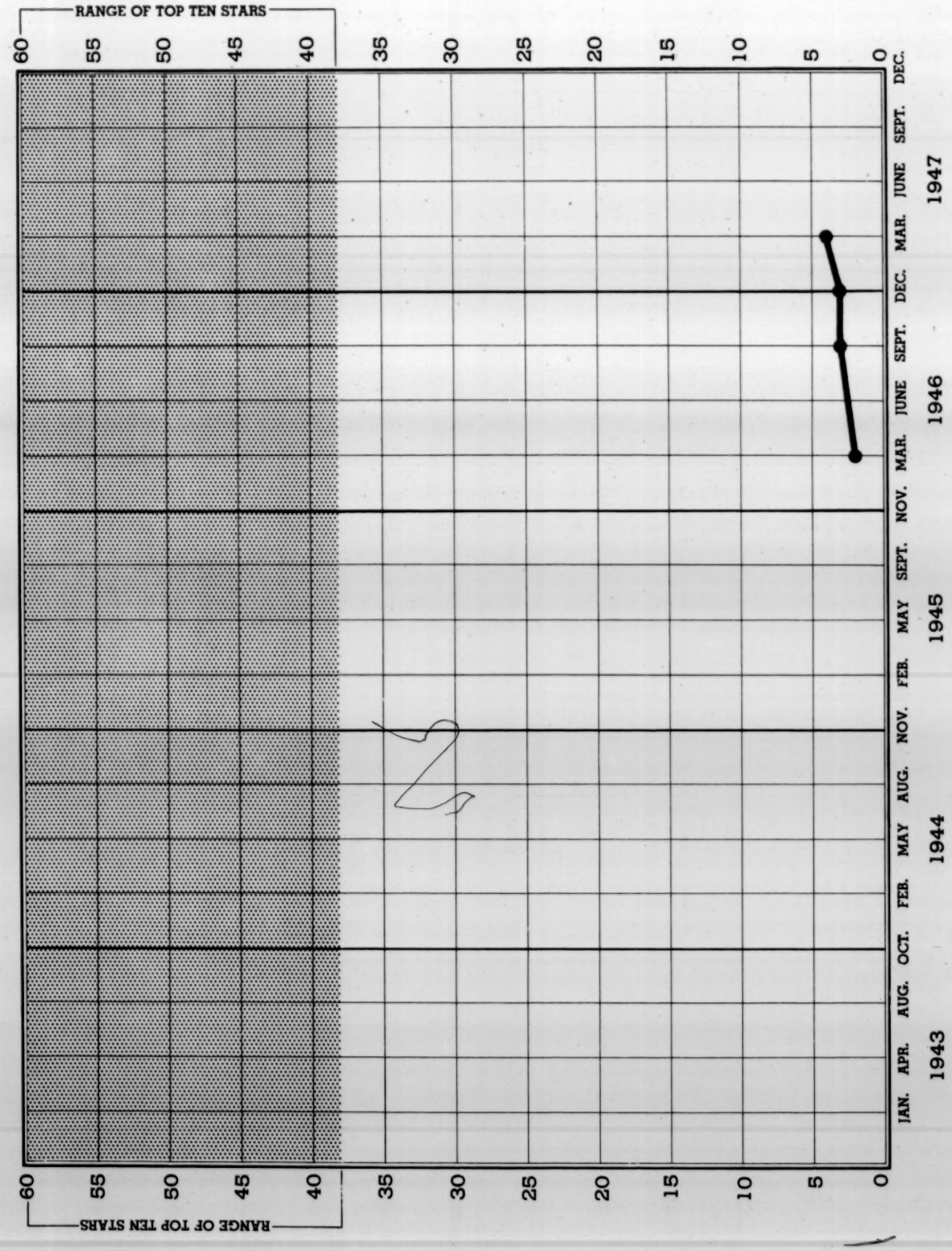
Shirley TEMPLE

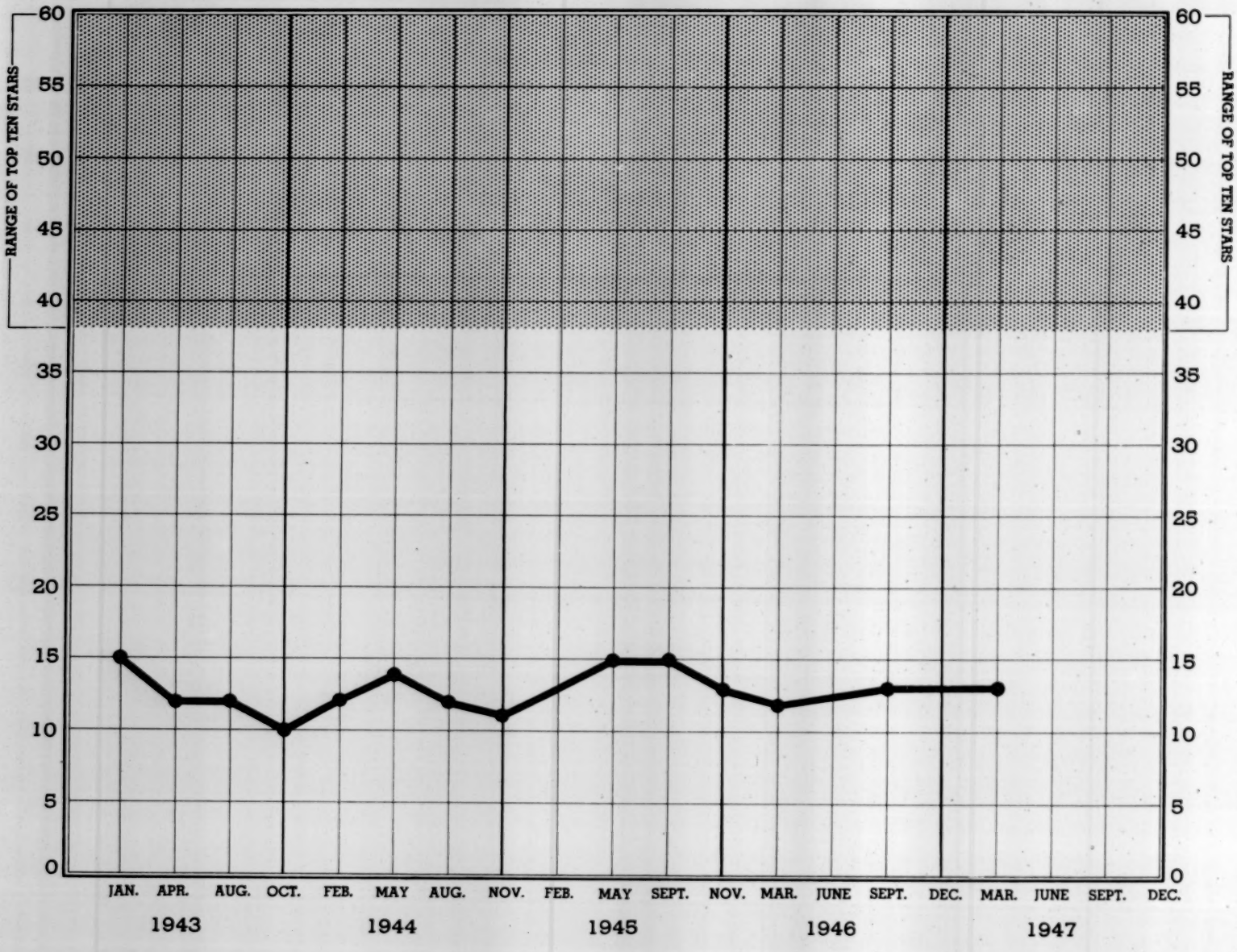


Gene TIERNEY



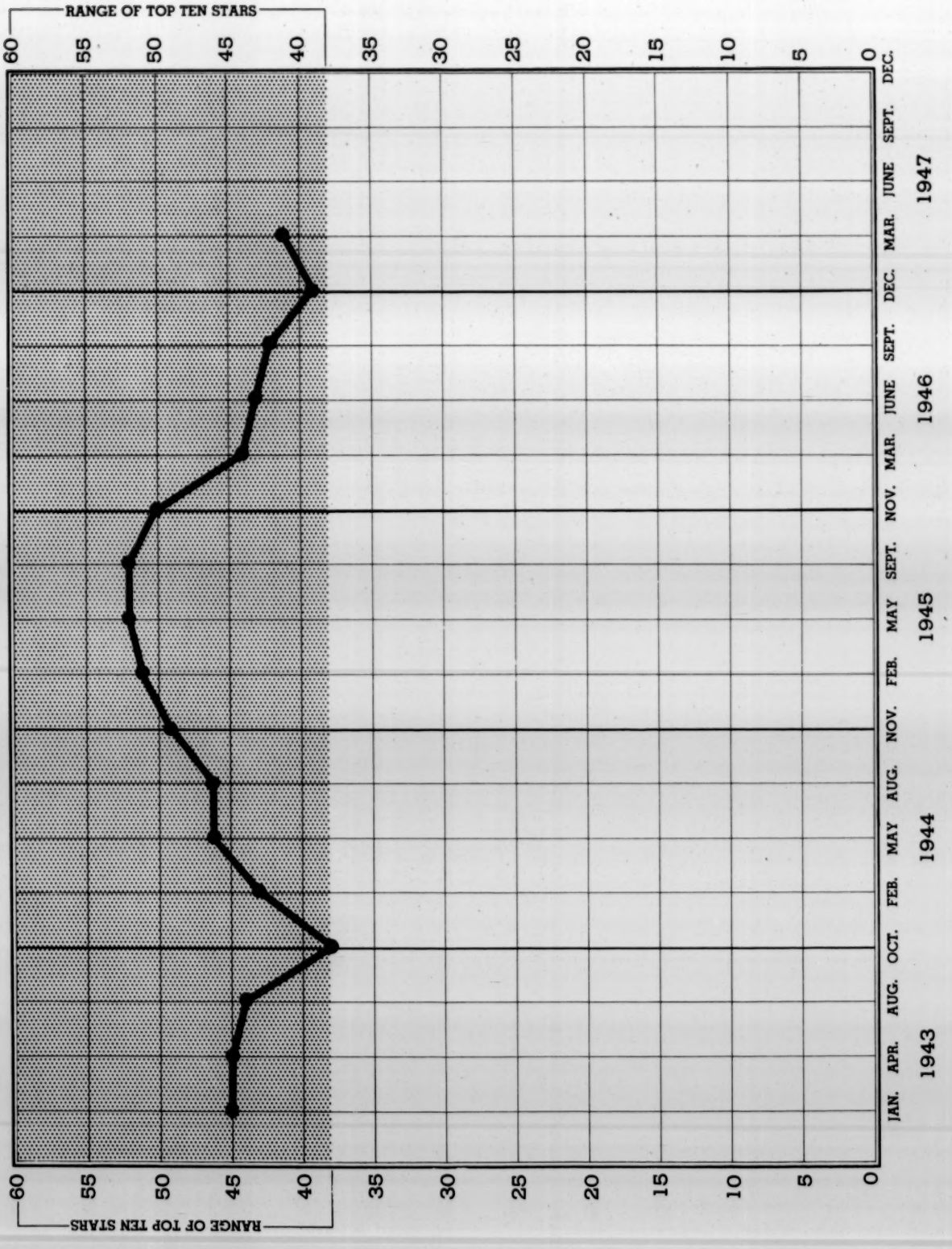
Lawrence TIERNEY



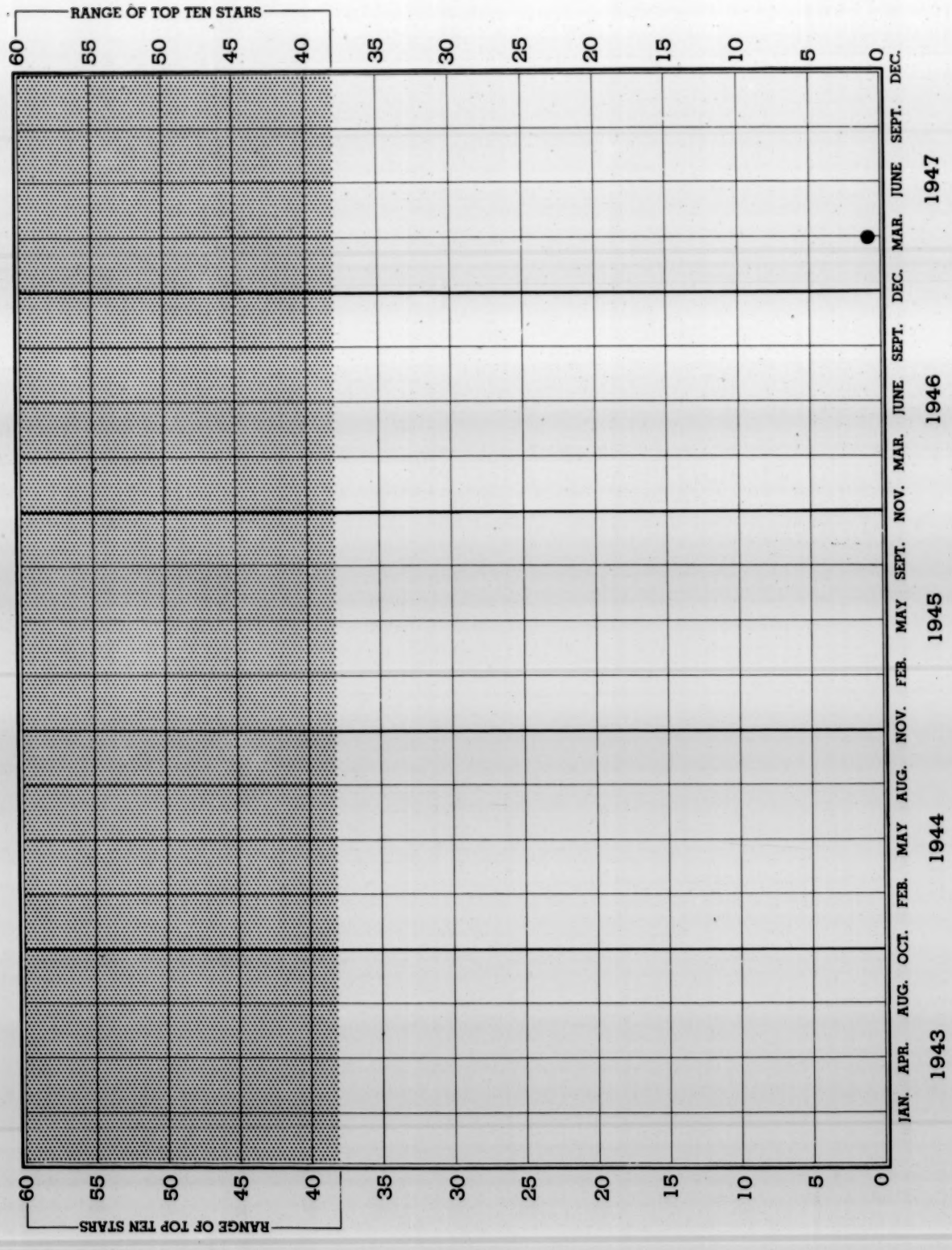


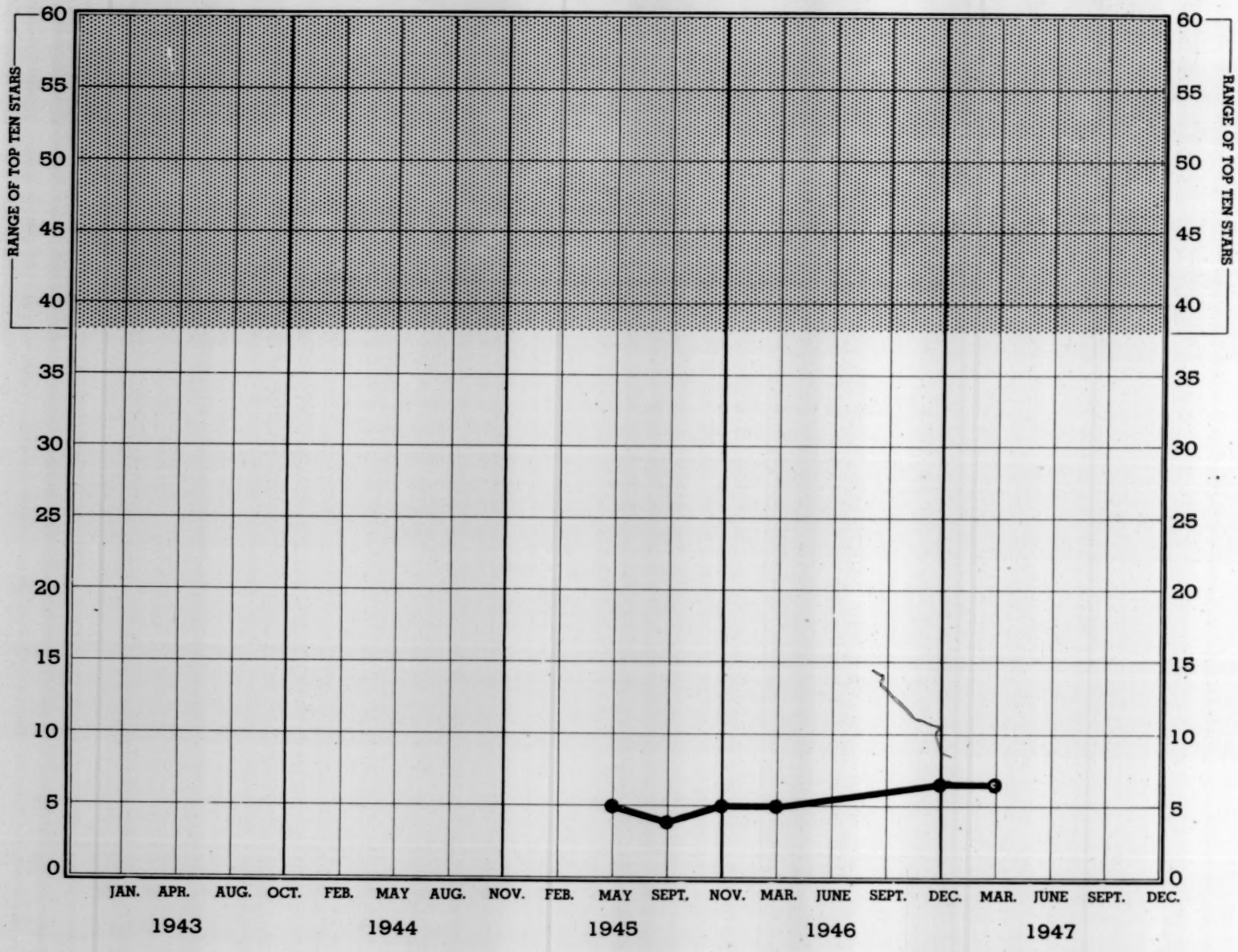
Franchot TONE

Spencer TRACY



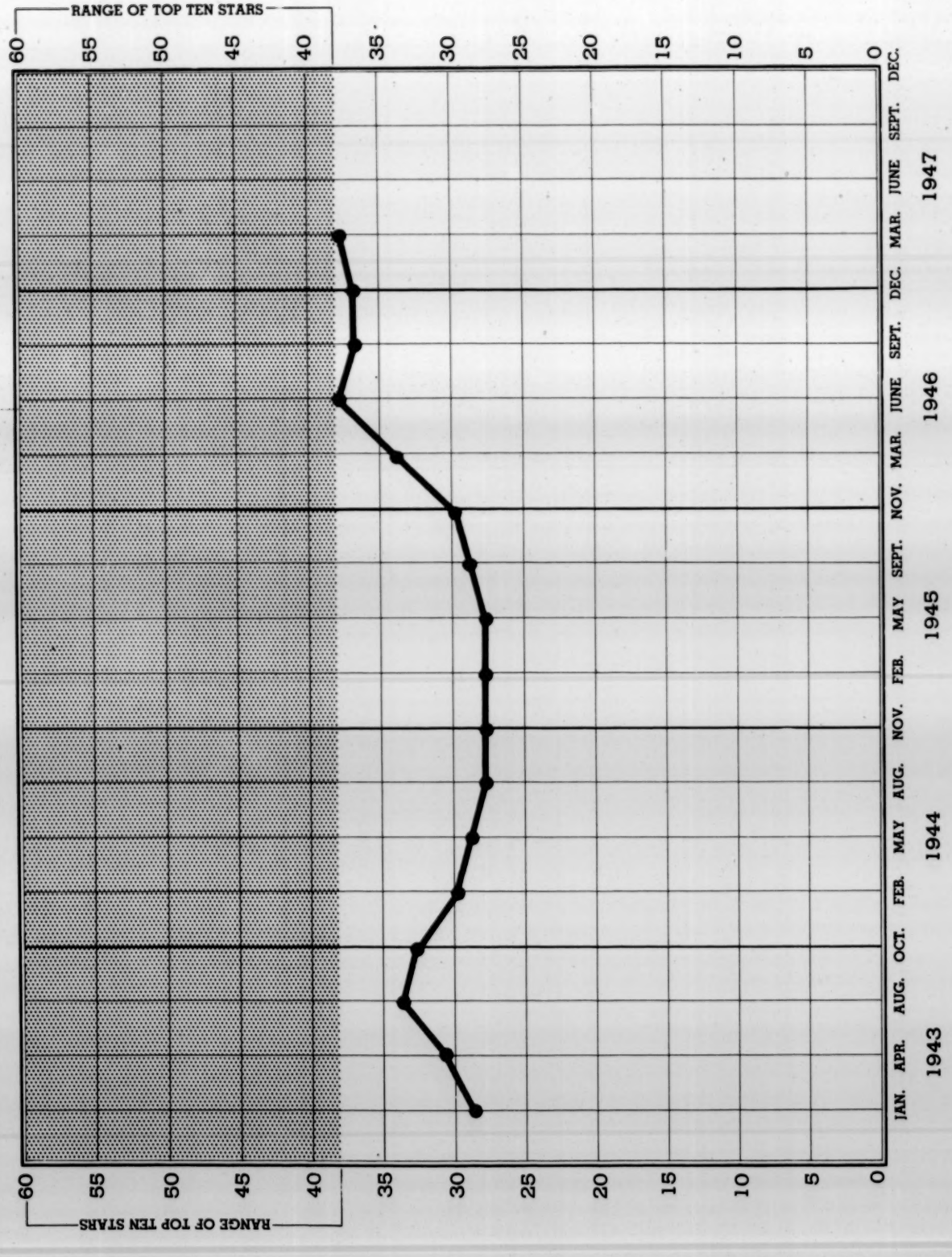
Henry TRAVERS





Claire TREVOR

Lana TURNER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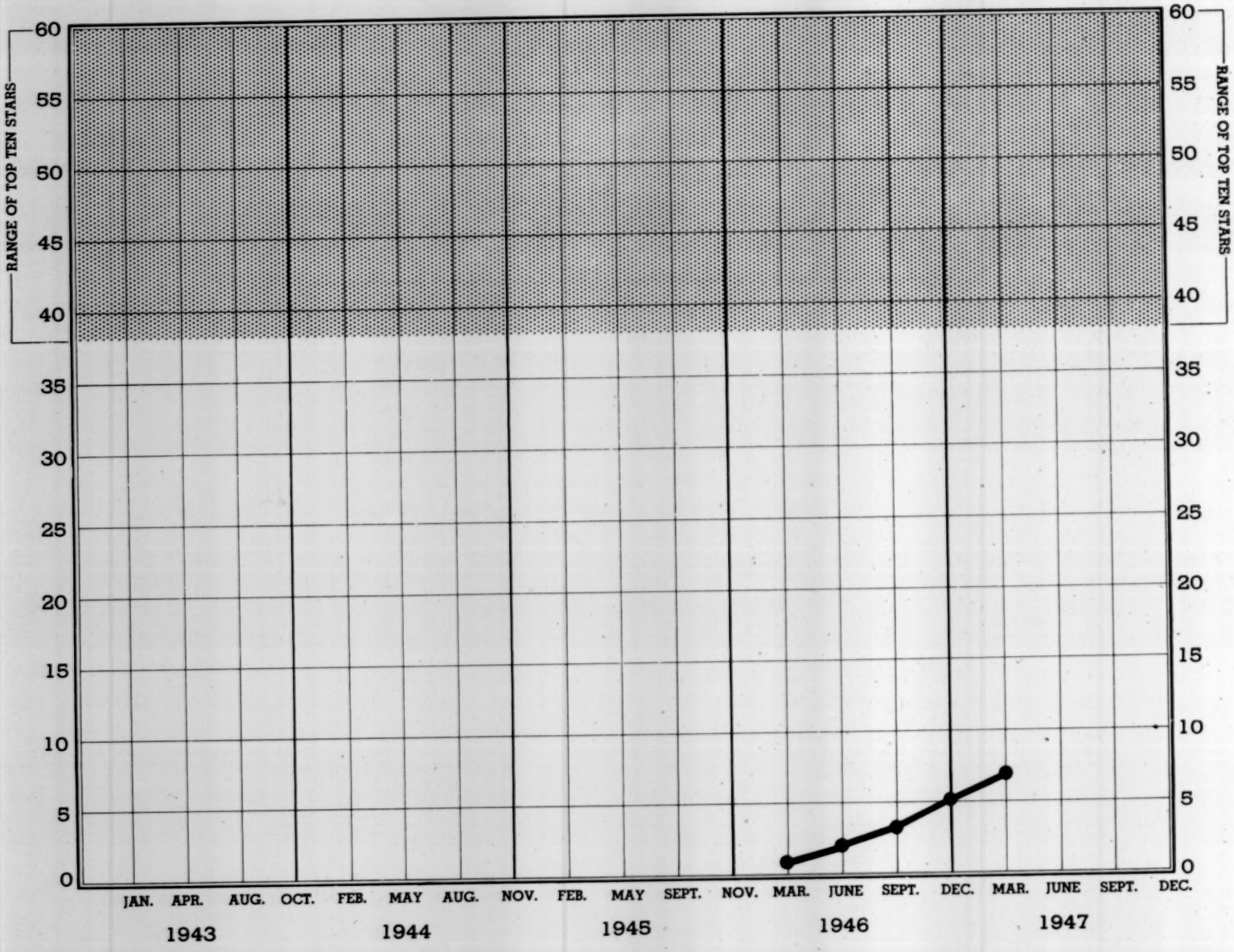
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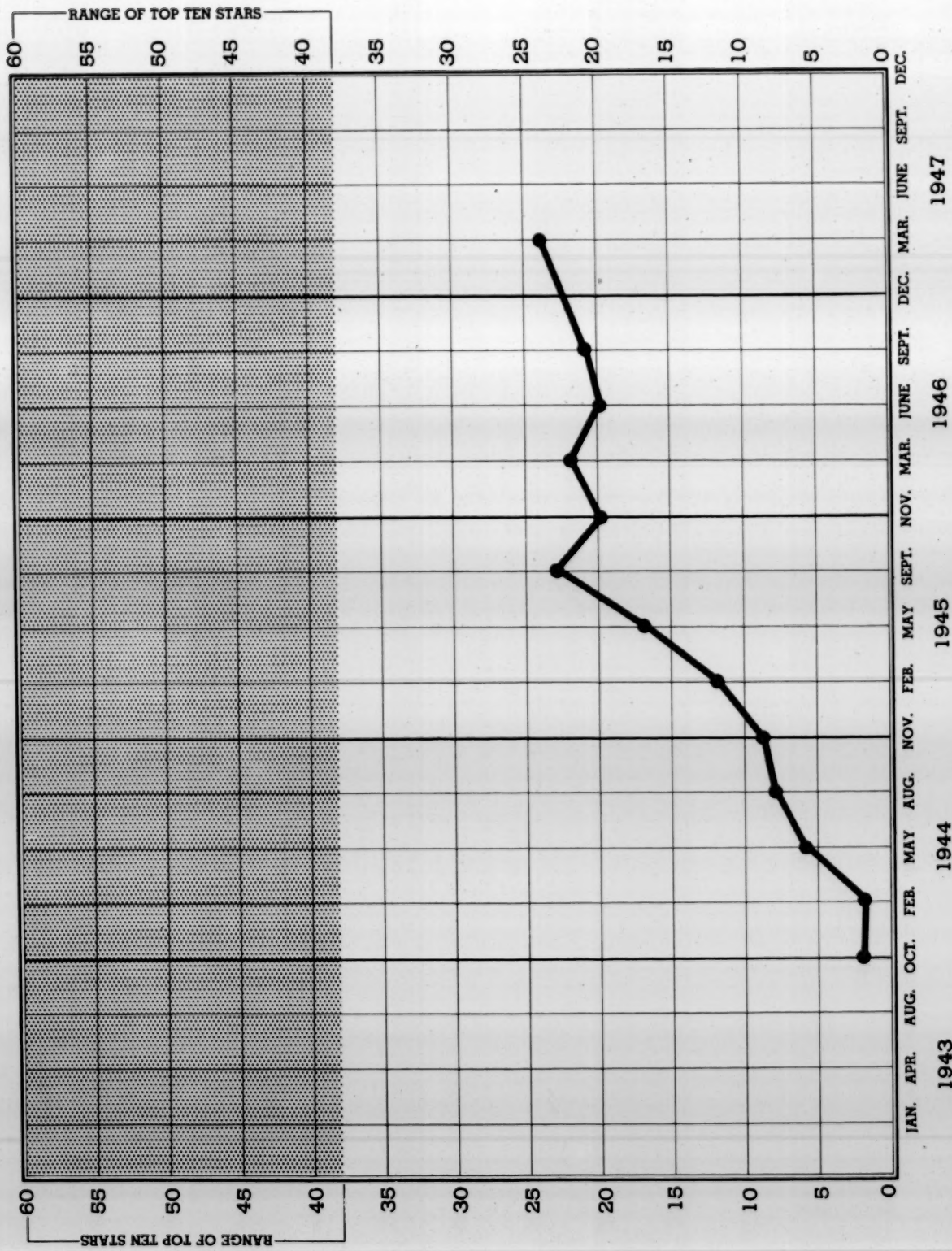
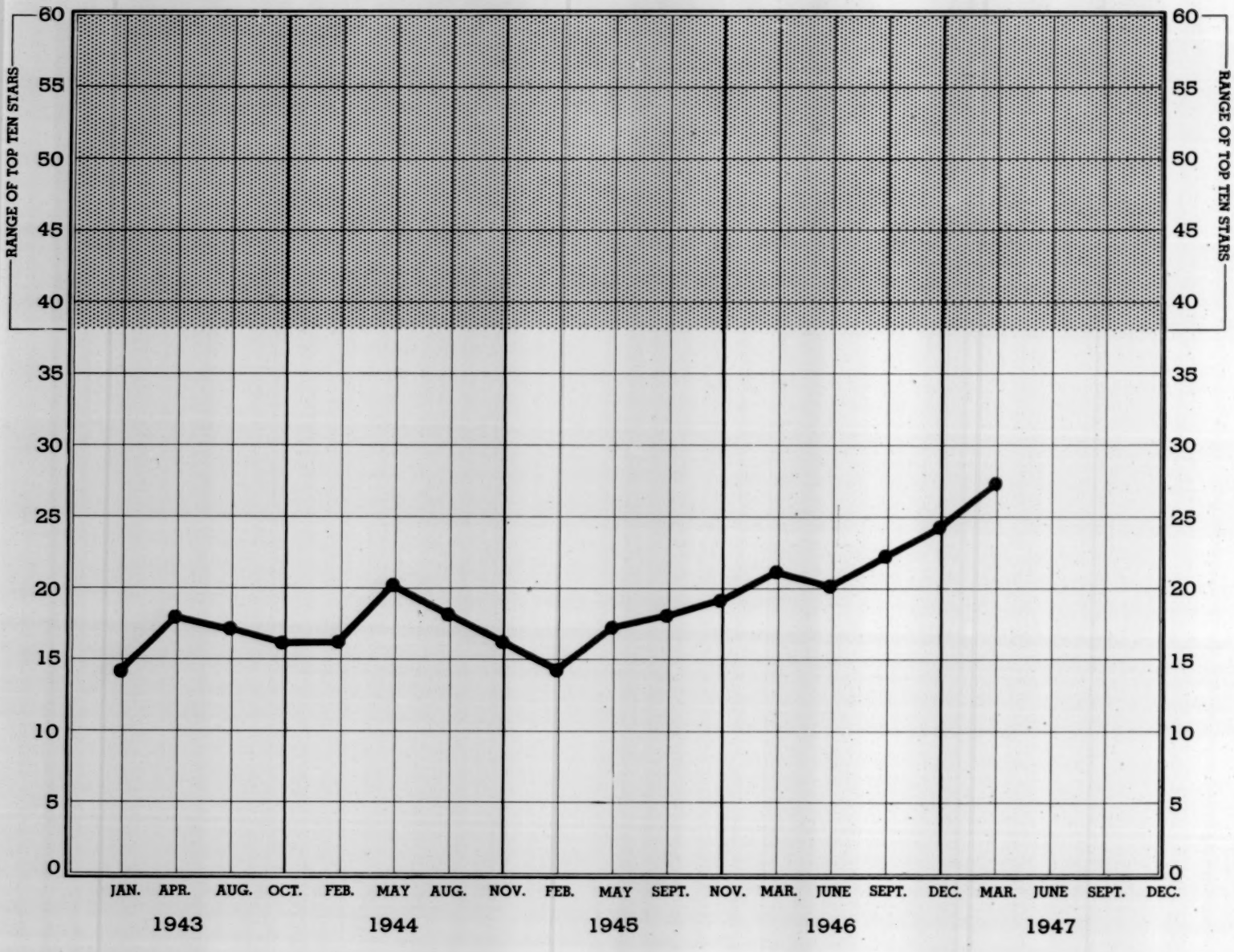
VERA-ELLEN

Robert WALKER

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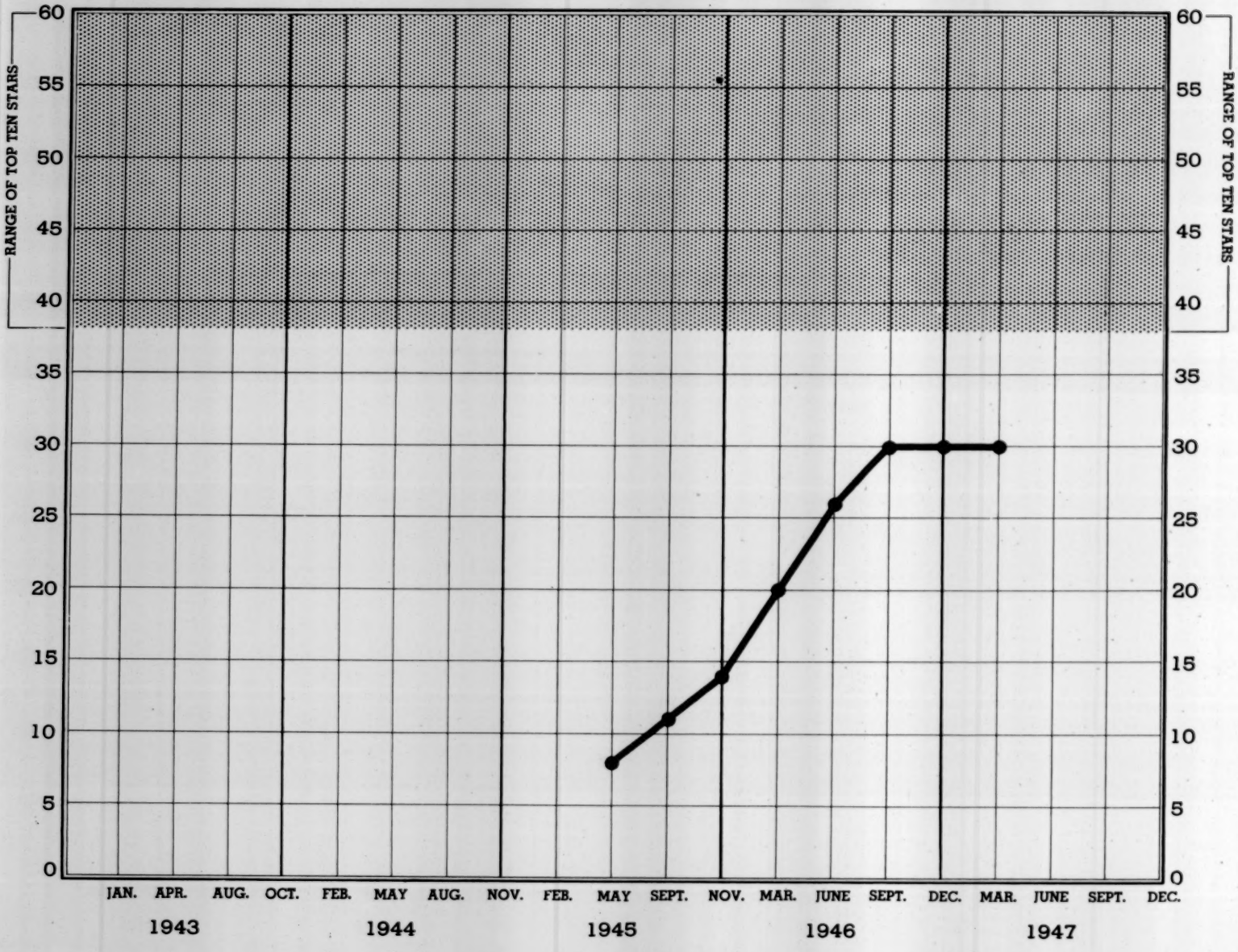
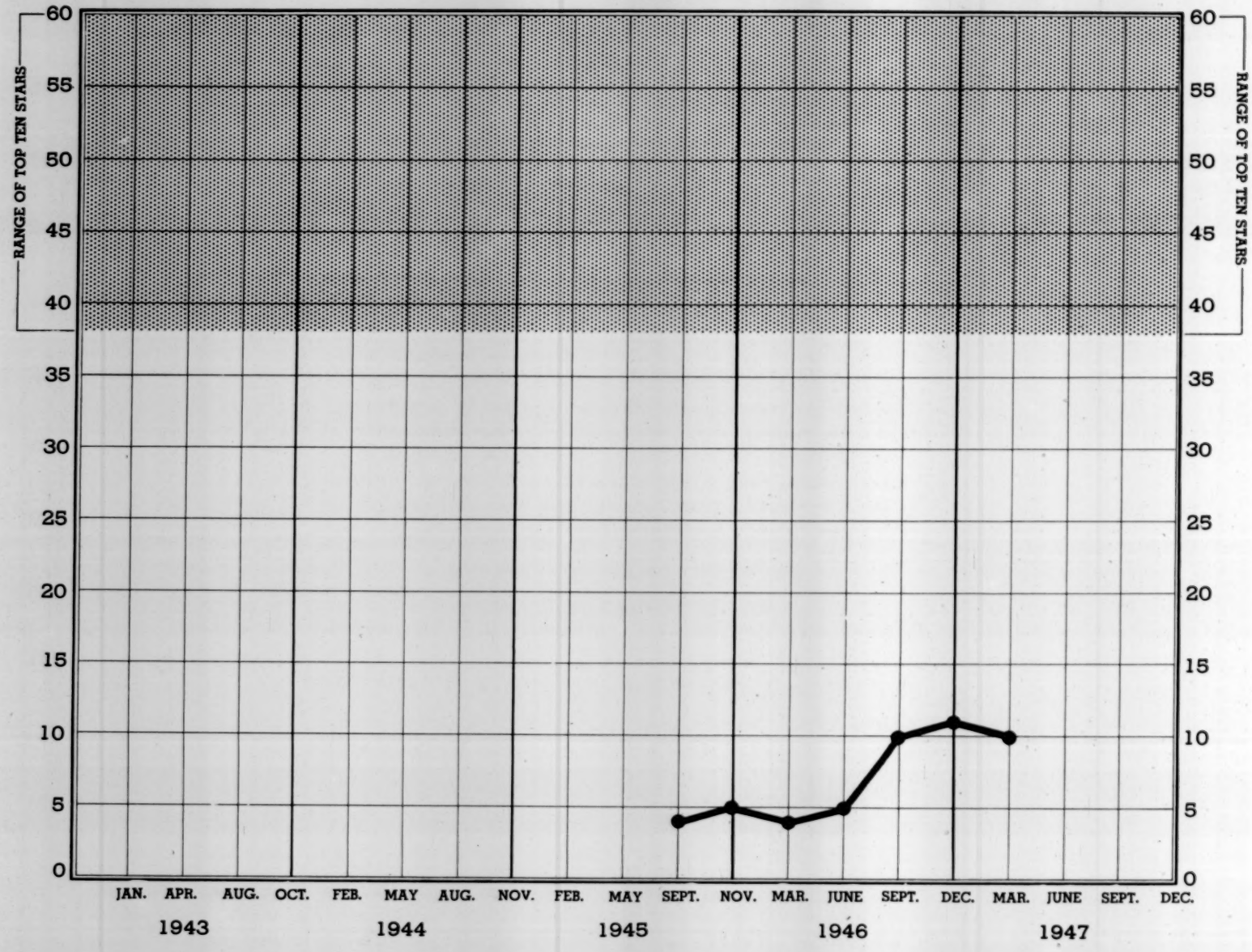
John WAYNE



Cornel WILDE



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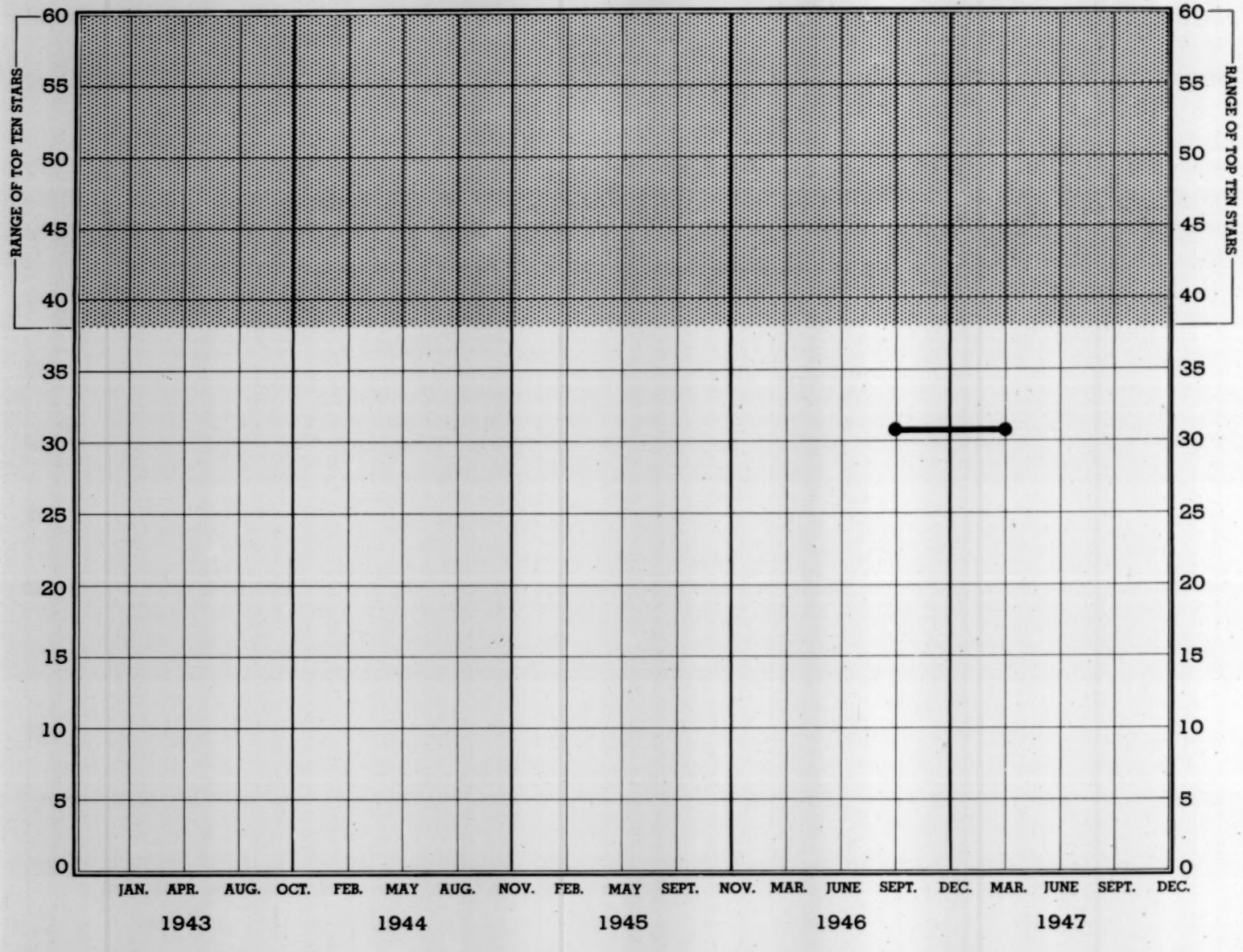
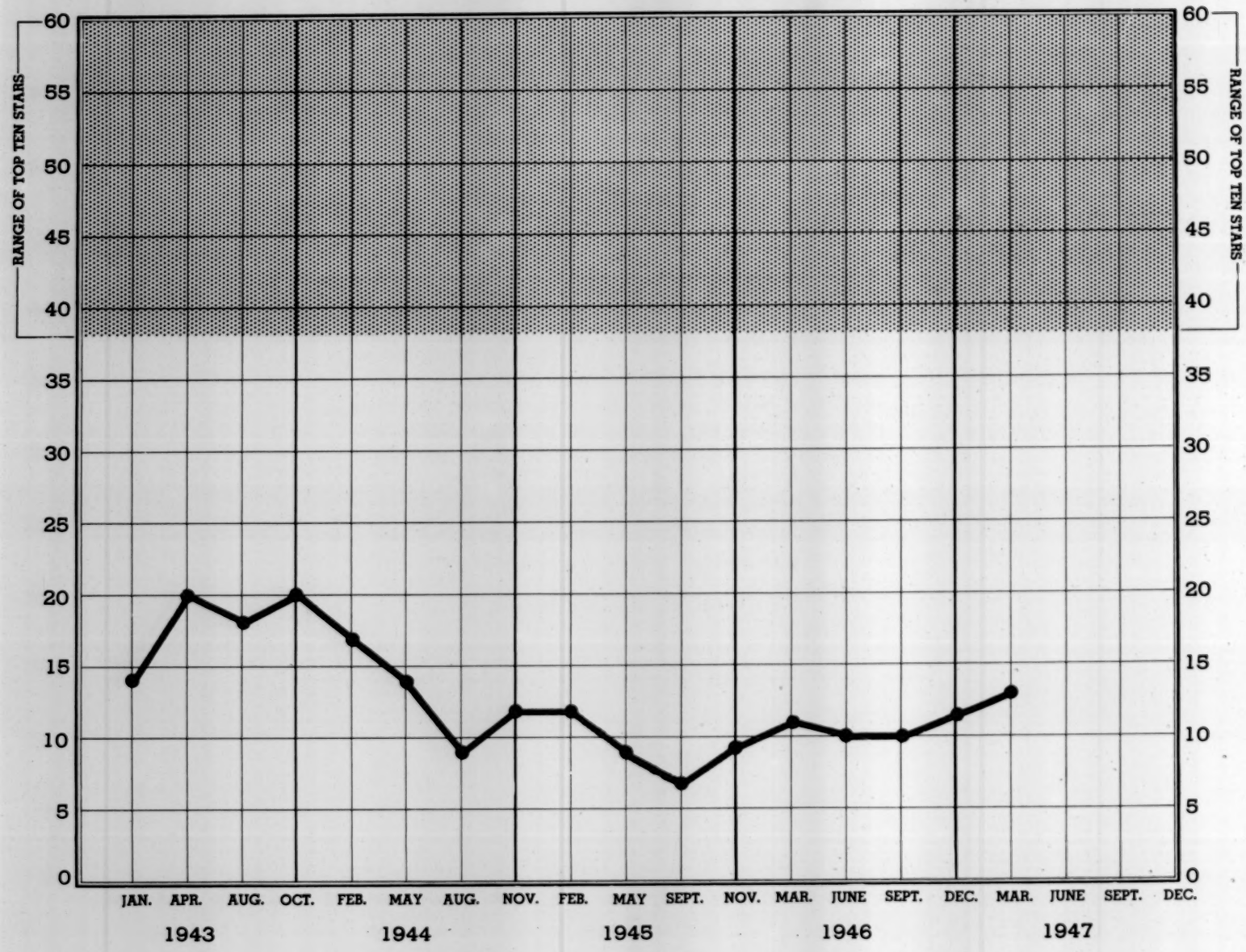
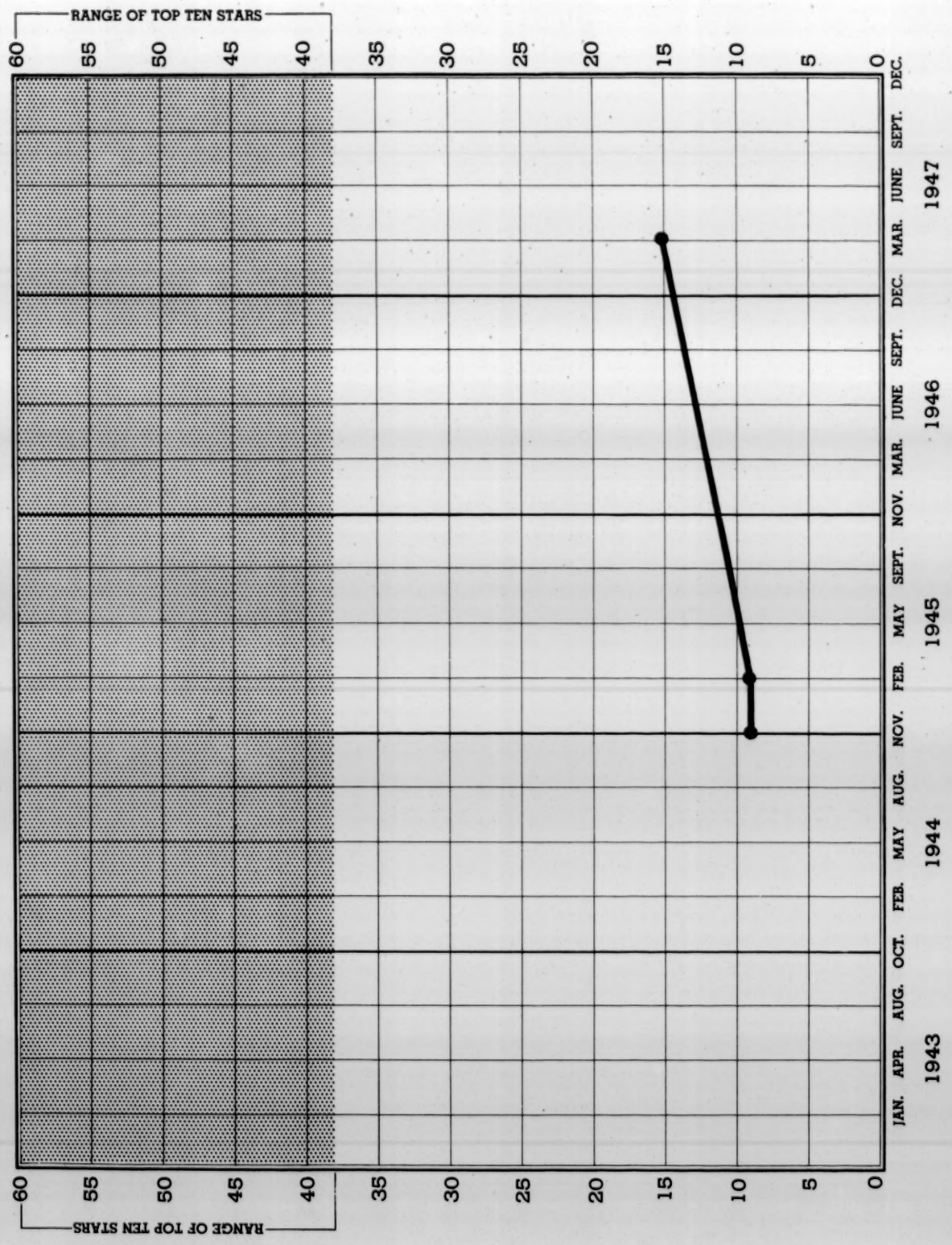


Esther WILLIAMS



Teresa WRIGHT

Jane WYMAN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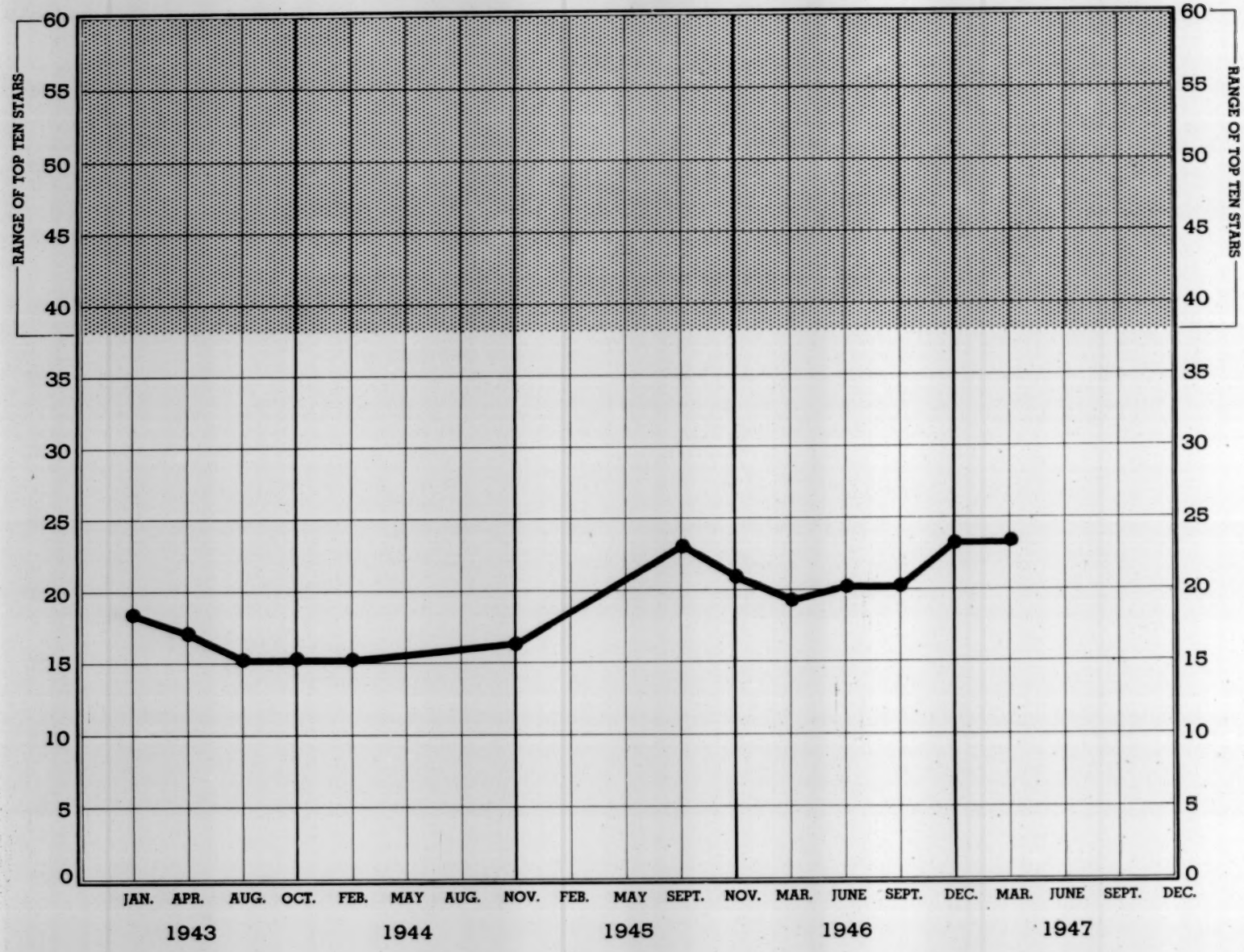
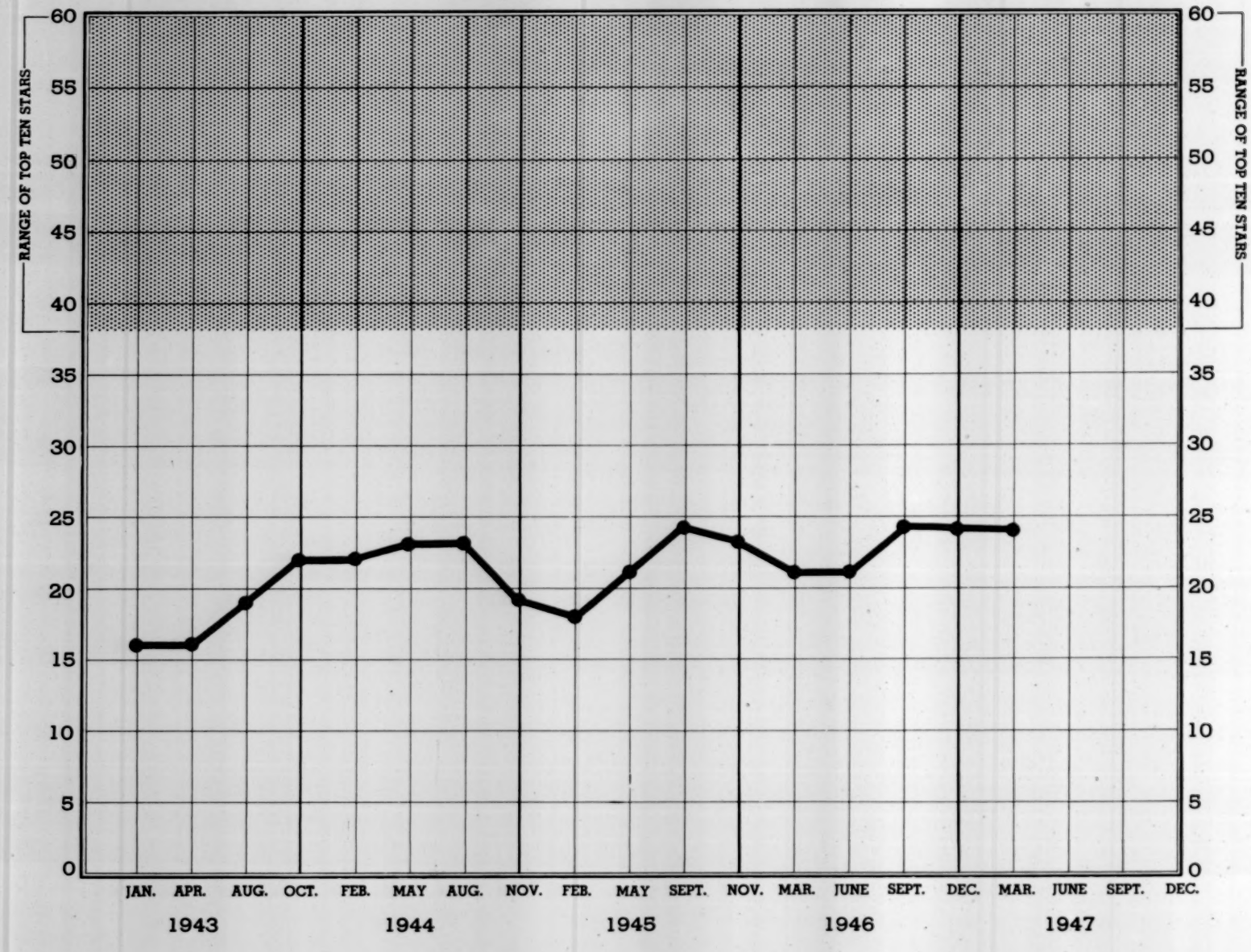


Loretta YOUNG



Robert YOUNG